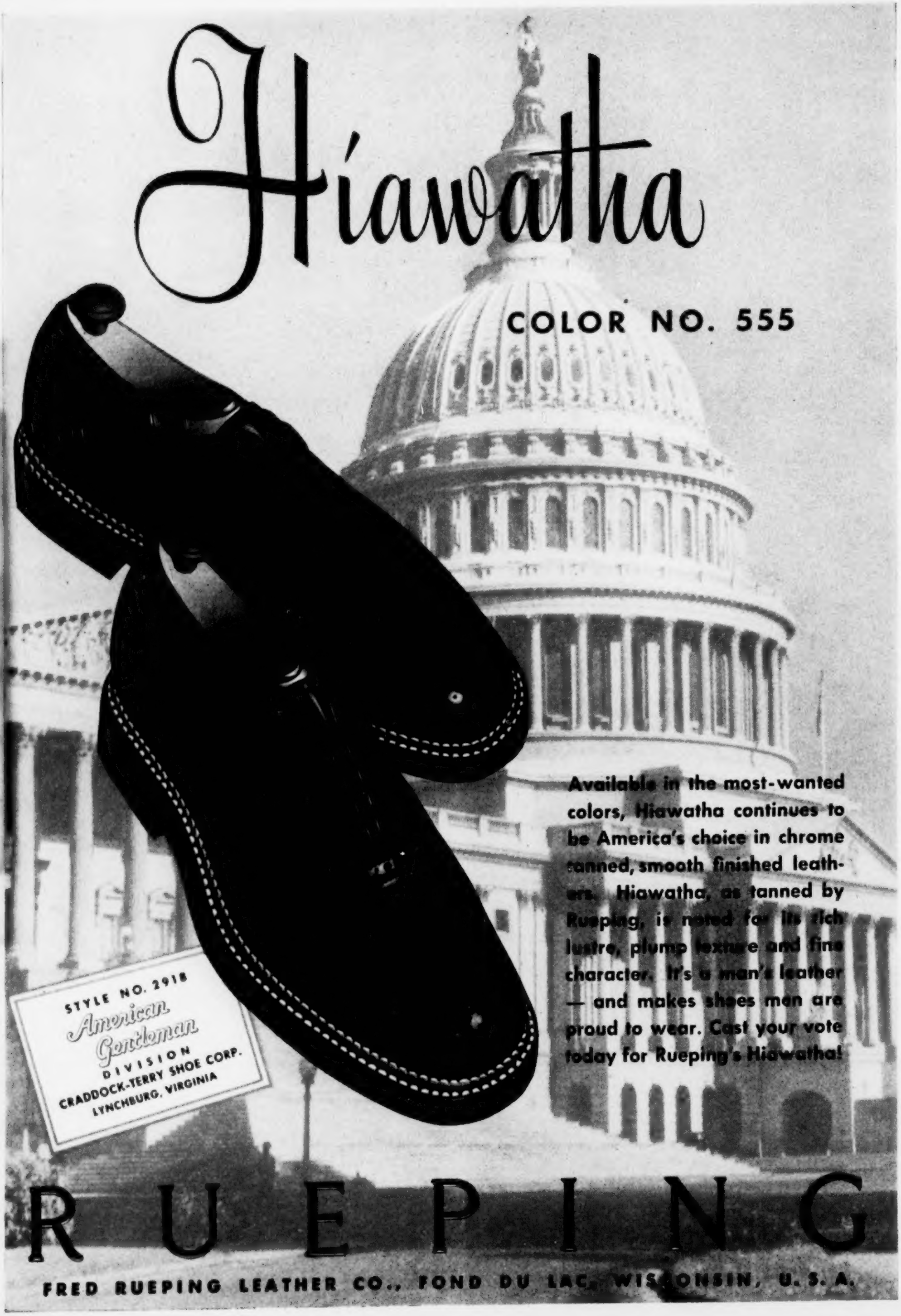
LEATHER and SHOES

The International Shoe and Leather Weekly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HEADQUARTERS
THE RUMPF PUBLISHING CO.
300 W. ADAMS ST., CHICAGO 6, ILL.
PHONE—CENTRAL 6-9353

EDITORIAL OFFICE
10 HIGH ST., BOSTON 10, MASS.
PHONE—LIBERTY 2-4652

OFFICERS
President: Elmer J. Rumpf; Vice Presidents: C. E. Belding, F. G. Moynahan, W. A. Rossi; Secretary, L. C. Bedford.

BRANCH OFFICES
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All God's Chillun DON'T Wear Shoes

The art of selling is ineffectual without the art of marketing

WE have devoted a good portion of this issue to what we believe is the vulnerable spot of the shoe industry: marketing. In recent years the industry has given such strong emphasis to the development of manufacturing productivity that it has allowed marketing productivity to fall into a secondary role.

Gone are the days when the fellow who made a better mousetrap had a path beaten to his door. Today, every better mousetrap must have a built-in bell capable of clanging loud and persistently. That bell is the symbol for marketing, for merchandising, promotion, selling. It's hardly coincidental that every cash register has a bell.

Marketing Needed

The shoe industry has always sold and merchandised shoes. But it has yet to *market* shoes. There's a big difference. Selling is the direct act of making customers buy. Marketing is the process of finding out where and who the customer prospects are, studying their tastes and habits. Selling without marketing is like sleigh riding without sleigh bells. Selling cannot reach its maximum effectiveness without a foundation of marketing beneath it.

There are numerous facts to illustrate this—to show that the shoe industry has fallen short on its sales potential because marketing has been neglected.

In exactly what localities are shoe sales and per capita consumption the highest? The lowest? And why? They're highest in the Middle Atlantic States (N. Y., N. J. and Pa.) where per capita income is the highest in the nation, and where shoe sales and consumption are above the national average. They're lowest in the East South Central States (Tenn., Miss., Ky., Ala.) where per capita income is the lowest in the country, and shoe sales and consumption are below the national average.

This demonstrates that per capita consumption of shoes isn't based on population as much as it is on

L and S Editorial

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income. The "market," therefore, isn't people alone but income. The average citizen of New York or New Jersey buys two pairs for every pair bought by the average citizen of Arkansas or Mississippi.

Another example. Nearly 80 percent of the shoes sold at retail are sold in about 168 major metropolitan communities in the U. S. These communities account for only 56 percent of the population and a mere seven percent of the country's land area. Yet these communities account for 64 percent of *all* retail sales, 75 percent of all retail apparel sales, nearly 80 percent of all retail shoe sales.

And all this can be refined in a marketing sense. For example, the first nine of these major metropolitan markets account for one-fourth percent of the population, but one-third of all retail shoe sales. The first 44 markets account for 41 percent of the population but around 53 percent of the retail shoe sales. And so on. The point: people alone don't assure shoe sales. It's *where* and *who* those people are.

A business girl in New York or Chicago or Philadelphia needs and buys more pairs than a housewife in Three Corners, Iowa. The business girl's tastes, habits and environment *require* that she buy more shoes. She's necessarily more fashion-conscious; her environment requires that she be dressed smartly each day for business or social activities. She has more costumes for more occasions because she is more active socially and at work—particularly in an environment requiring costume adaptation to the occasions.

This girl buys above the national per capita average in footwear. The Iowa housewife — even though she may be able to better afford more pairs — actually buys fewer pairs. Conclusion: people and income alone don't guarantee shoe sales.

Well, these are but a few examples of analyzing the market—of knowing where and who the prospective customers are. Effective selling begins where intelligent marketing leaves off.

Marketing is also an analysis of *why* people do or don't buy shoes. And the shoe industry sorely needs such a precision sales instrument. Why, for example, has per capita consumption of misses' and children's shoes risen from 3.2 pairs to a current 4.6 pairs, while boys' and youths' shoes have remained stationary at a level of 1.4 pairs, and infants' at 2.45 pairs? Why has per capita consumption of women's shoes risen from 3.2 pairs to 3.75 pairs, while men's shoes have fallen from around two pairs to 1.9 pairs?

Marketing the Answer

The perennial question challenging the shoe industry has always been: how can we sell more shoes? There have been many answers and suggestions. Unfortunately, almost all of these have evolved around a single term: more aggressive selling. It's unfortunate because that alone isn't the answer, nor even the best part of it.

In a fight you can swing harder and faster—*but if you can't see your opponent you can't hit him.*

A good part of the "problem" of increasing shoe sales boils down to just that.

The use of modern marketing techniques as a precision sales instrument can do much to change the situation. The shoe industry has developed in manufacturing and selling techniques to a fine art. But it has yet to master the techniques of learning where and who the customers are for that art. The industry might be surprised to learn that all God's chillun *don't* wear shoes—or at least as many pairs as they should.

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Stylescope

SHOE FASHION NEWS AND TRENDS

Two outstanding colors for Spring and Summer. First is black, especially in patent. This will carry greatest force through Spring and Easter seasons. To date, black patent leather sales have been phenomenal. Most tanners selling at least 50 percent greater volume over same time last year. This in spite of big jump upwards in patent leather prices.

Second is white, which will reach top volume in Summer. Most retailers found themselves short on all-over white shoes last Summer, in spite of previous predictions that white was due for strong fashion revival. Already, retailers are beginning to stock more heavily on white styles, as was brought out at advance Spring-Summer show in Boston last week.

New and smart is combination of white with black patent. These two leaders add more to their now high scores when used together. Designers, manufacturers report widespread interest in this combination. Shoes are very fresh looking. New idea is white with black patent being used in block pattern with hand-tooling on heel coverings, similar to designs pictured on page 17, this issue, and Page 4, August 16 issue.

Special Coronation Color Card now being distributed by Davis Leather Co., Ltd., Canadian tanner of fashion leathers. Having in mind the coming coronation in England next June and the colorful ceremony attached to this event, company has worked out card of ten calf colors which are interpretations of colors associated with the event. Colors are: Crown ruby, crown sapphire, royal pearl beige, crown emerald, royal turquoise, imperial gold, royal purple, knight's blue, royal crimson and English scarlet. They form color scheme which has as its inspiration the Crown Jewels and other Royal Regalia, the Vestments and Robes worn at this imposing ceremony. Each color carries its own historical data, culled from authentic English sources, museums, libraries, the Tower of London and other media. All of which would add just that much more to special coronation shoe promotions. (See Pages 16 and 17, this issue.)

Polished leathers again strong in Spring-Summer fashion picture. Fresh new colors now perfected by tanners. Last year, predictions and promotions were behind Ruby Red, which lived up to expectations. This was a development of the Ohio Leather Co., which now presents three new shades for Spring: Oak, mint green and flame red, in polished calf.

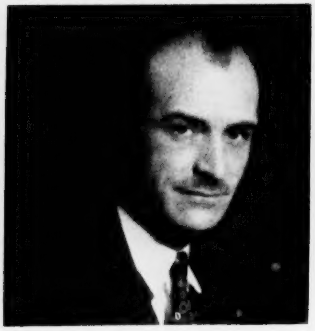
Beige destined for revival throughout fashion world. This color, which reached its height in roaring 20's, primes itself for a come-back. Popularity has already started in ready-to-wear (a trend noted in Paris last season) and is steadily moving into shoes. Influence is also seen in strong demand for brown hombres, which feature beige, highlighted by deeper tones.

Here we go again! It's pretty widely accepted that American fashions follow those of Paris. But at least, we're pretty quick about it. Many new ideas which made grand sweeps in this country were just a season behind Paris openings. At any rate, American designers in every fashion field, including women's shoes, are pretty much concerned with what's going on in the land of the fleur-de-lis. And with good reason. We're in the midst of touting about the naked look in footwear, especially for late afternoon and evening. This trend started on the other side of the Atlantic. But hang on to your hats, ladies and gentlemen, because latest reports are that . . .

Paris is returning to the closed look. This is the gist of what happened in latest Paris bottiers showings. Except for sports wear and full Summer resort models, shoes steadily veering towards very fine leather sole and slightly more pointed toe. A more closed look is seen throughout, so that the eye is now becoming accustomed to a glove-fitting demure shoe, with result that the strip sandal or very decollete model showing sides of the toes, and baring front of the foot, now looks out of place and outdated.

Question is will this overseas trend cause our newest ideas in shoe fashion to retire from the picture before they've really had a chance? We remember how the American women's shoe industry searched frantically a couple of short seasons ago for something new, different. They came up with it in the form of the naked quarter, the banded theme, the very open stripping sandal. This new scheme was extra-glamorous and is now reaching point where most American women are happy over the prospect of their exotic nude shoes. We hope Paris isn't going to lead us back into the same-old-pump rut, out of which we just now seem to be emerging.

Rosalie Marzbanian



W. W. Stephenson
Executive Vice-President, National Shoe Manufacturers Association, and Co-Secretary, National Shoe Fair Committee

Weir Stewart
President, National Shoe Manufacturers Association

Harold R. Quimby
Secretary, National Shoe Manufacturers Association

THE 1952 NATIONAL SHOE FAIR—

SET TO SMASH ALL RECORDS

New peaks certain in attendance, exhibitors and buying action

Even before the official opening of the National Shoe Fair in Chicago, October 27 - 30, there was every concrete certainty that all records for this mammoth show would be smashed: attendance by visiting retailers and buyers, number of exhibitors and exhibiting rooms, hotel reservations — and, most important, actual bookings at the show.

With the number of exhibitors, along with exhibiting space, running about 10 percent beyond the previous all-time high, and sleeping reservations in Chicago hotels practically closed on a sell-out basis, there is every indication that actual buying activity at the Fair will easily surpass any previous high mark.

Why such a spectacular record this year? In 1950, for example, we produced the second highest pairage in history; retailers were indulging in scare-buying for inventory purposes as the Korean war reached its lowest ebb for U. S.; factories during the fall season of that year were at a pitch of activity. There was every reason, with these motivating forces, to set a group of new marks for the National Shoe Fair.

Yet, in 1952, with the situation drastically different in most respects, new records are being set. There is no motivation for scare buying; retail sales are good but not spectacular; retail inventories are low but not skeletal; there is an ample supply of all materials and supplies, raw and finished; and there are no signs of rising shoe prices — to the contrary, there have been some recent mild declines.

Raymond Moley
Noted News Commentator

Under these circumstances it would seem that there are no reasons for the mass exodus of America's shoe business to Chicago on October 27-30. But further analysis will perhaps reveal the causes behind all this.

First, retailers anticipate an excellent Spring season, perhaps the best on record.

Second, retailers' concern about deliveries. Many were caught short, due to last-minute ordering, on Fall deliveries. Many plan to do more of their Spring buying earlier—in fact, at Fair time.

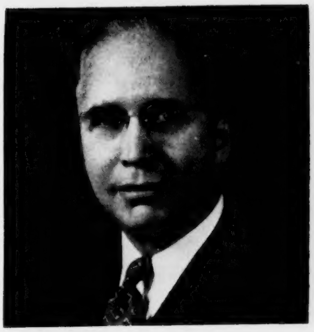
Third, the unprecedented number of nearly 150,000 new Spring shoe styles that will be exhibited at the Fair. This in itself a powerful attraction.

Fourth, the spectacular style presentation called "Fashion-Vues," a lavish exhibit showing the practical applications of fashion coordination and how to merchandise it. Nearly 33 new shoes will be included with this exhibit.

Fifth, the social and business activities: the Good Fellowship Hour—a cocktail period preceding the lavish banquet on Wednesday evening, October 29; the address by Raymond Moley, one of the country's outstanding political analysts, at the official Opening Breakfast, Monday, October 27.

Sixth, "The New In Shoes" program recently launched by the Na-

L. E. Langston
Executive Vice-President, National Shoe Retailers Association, and Co-Secretary, National Shoe Fair Committee



W. Otto Warn
President, National Shoe Retailers Association

Albert Wachenheim, Jr.
Vice Chairman, National Shoe Fair Committee

tional Shoe Institute. There has been an enthusiastic and sensational response to this new merchandising program by the nation's shoe retailers and manufacturers. It will kick off at the Fair, with a variety of exhibits and programs on display.

Seventh, the liquid position of most retailers, indicating the cash ability to place orders for new Spring shoes.

Eighth, the general belief and confidence that "prices are right"— that there will be no major shifts in costs and prices over the next few months. Such confidence always breeds more buying activity.

Ninth, intensification of competition among manufacturers and retailers alike, necessitating more alertness in Spring buying-selling plans.

Tenth, another competitive force— that of all non-shoe items seeking a larger share of the consumer spending dollar, thus requiring more aggressive merchandising on the part of shoe business.

Eleventh, the promise of a general business boom period for the first half of 1953, with opportunity to chalk up a high sales level if backed by fresh merchandising and aggressive selling.

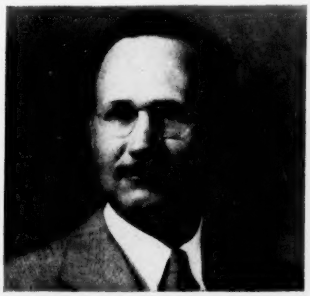
All these appear to be the major forces behind the anticipated record attendance and buying at the National Shoe Fair this year. Retailers are in a receptive buying and aggressive selling mood. While retail sales have not been spectacular in recent months, the record shows that both unit and dollar sales are up appreciably from last year. This has inspired a real buying mood—and one backed up by the liquid cash position to pay.

But why the aggressive selling mood? Several reasons. While both unit and dollar sales are up, net profits are down. It requires a lot of harder work to earn a take-home dollar. The reasons: higher taxes, higher operating costs, lower prices and lower profit margins in today's extremely competitive market. Hence, most retailers are conscious of the need for added driving force — through fresh merchandise and harder selling—to maintain a reasonable profit level. This must be accomplished through increased volume at the lower prices and profits.

Also, shoe business is conscious of the greater amount of spending being done by consumers. Liquid savings are down in contrast to the high-level consumer savings of 1951 when consumers pulled out of the market in rebellion to the high scare-buying prices of early 1951. But today, with prices lower and quality up, consumers have loosened purse strings. Add to this high employment and high wages and it all spells shoe sales opportunities that are excellent—*if* retailers are prepared to make the most of it.

(Continued on Page 72)

Herbert Lape, Jr.
Chairman, National Shoe Fair Committee

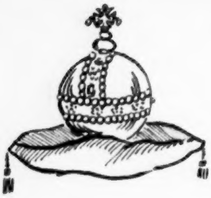


A. J. Brauer, Jr.
Chairman of Activities Committee, National Shoe Fair

Alice Dowd
Director of National Shoe Institute, and in charge of "Fashion-Vues" presentation at Shoe Fair.

The Royal Influence in American Shoes

A new queen inspires a new fashion



ABOUT the hottest idea to hit the fashion world since the New Look is the Coronation Theme, which will reach full bloom by next Spring. Timed for the coronation of Queen Elizabeth in June, special women's shoe designs in keeping with this event of world-wide interest are now being circulated.

This theme is especially good in shoes. Reason for this is that regal motifs are more readily utilized in those items which set off the costume—namely, accessories—rather than in the basic ensemble itself. Although the coronation, by its timely nature, will have a short-range influence on design, it is nevertheless expected to carry a powerful impact.

The event couldn't have come at a better time, so far as fashion is concerned. We are in the midst of a large-scale and widespread era of extreme femininity and elegance in fabric and line, to which the traditional idea of royalty and majesty adapts itself perfectly.

All that remains, therefore, is that designers add the extra touch—the regal motif—to those styles which are already at the height of fashion, and they have the perfect sales-appeal item. On the accompanying page are several new ideas which capture the feeling of this trend. (See LEATHER AND SHOES issues of August 16, page 4, and September 6, page 6, for more coronation designs.)

Philip Lorman of New York presents two distinctly fresh ideas for coronation shoes. One is hand-tooling and Florentine work on leather, the other is beaded embroidery on mesh and vinylite. Sam Yellin of New York presents embroidered designs on jeweled shoes trimmed with gilt. Bea Evan of New York shows the use of embroidery outlining familiar regal silhouettes, in this instance a crown.

Such styles will carry the extra punch needed for extra sales. They appeal to the emotions at a time when the eyes of the world are turned on England's young queen. Individuals all over the globe, and especialy in the Western world, have a strong sentimental feeling about the coronation. Added up, all these factors promise to be the plus factor in women's fashion shoe sales next Spring.

A. Embossing in colorful block design on leather to express the gaiety and festivity of the coronation in a heel covering — Philip Lorman.

B. Another embossed leather heel with stately and queenly motif—Philip Lorman.

C and D. Back and front of shoe, respectively, with all-over embossing in gilt on dark blue or black polished leather—Philip Lorman.

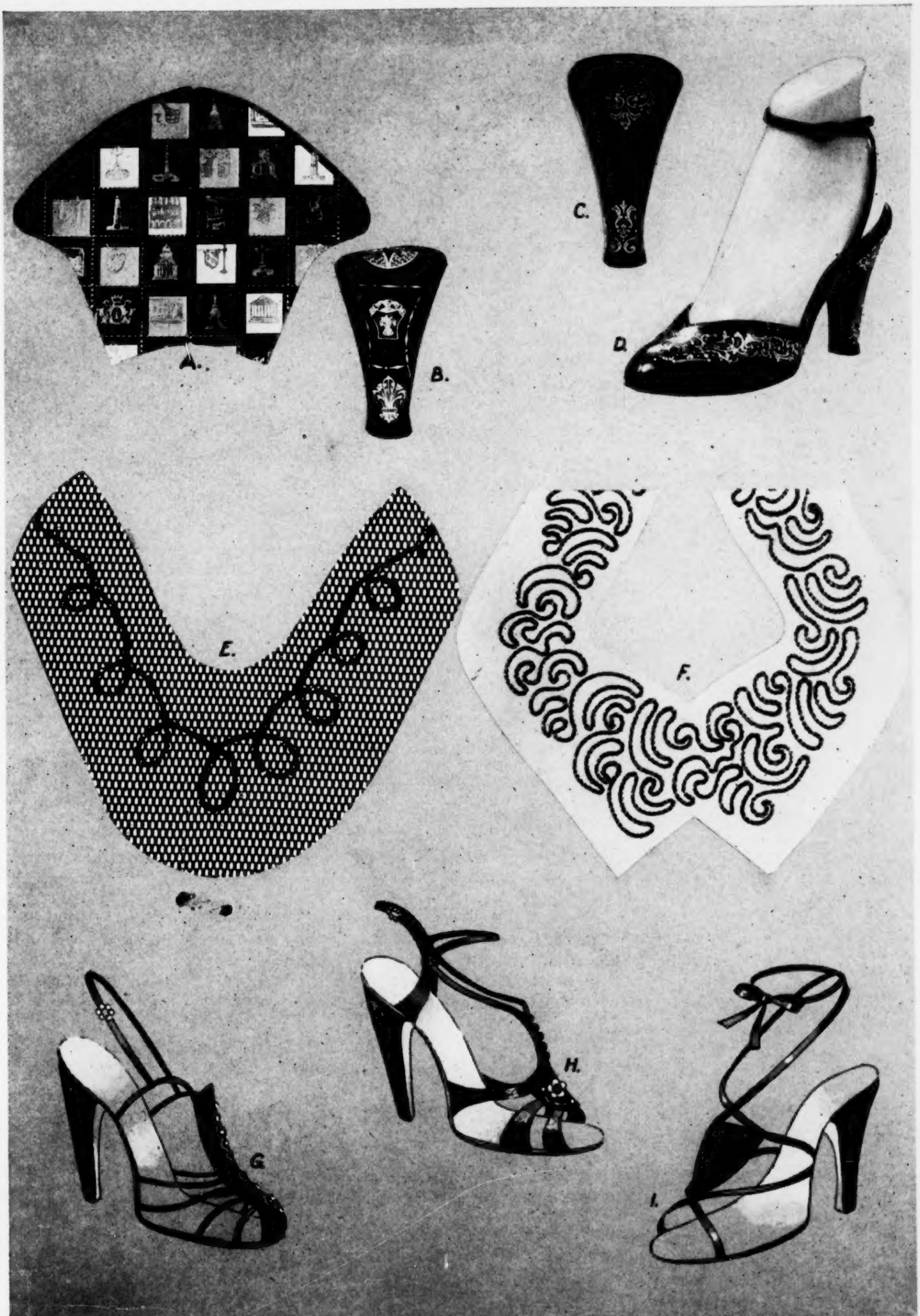
E. Beaded embroidery on mesh in keeping with the general sparkle of coming events—Philip Lorman.

F. An elegantly scrolled design on vinylite captures the feeling of parties and gala celebrations —Philip Lorman.

G. The jeweled idea in "diamonds" on gilt leather riding high up front on an otherwise very open design—Sam Yellin.

H. Embroidered floral motif and more "diamonds" on smart evening shoe—Sam Yellin.

I. Naked stripping sandal of suede with crown appliqués on a coat of arms. Crowns embroidered in gold thread on red kid shield—Bea Evin.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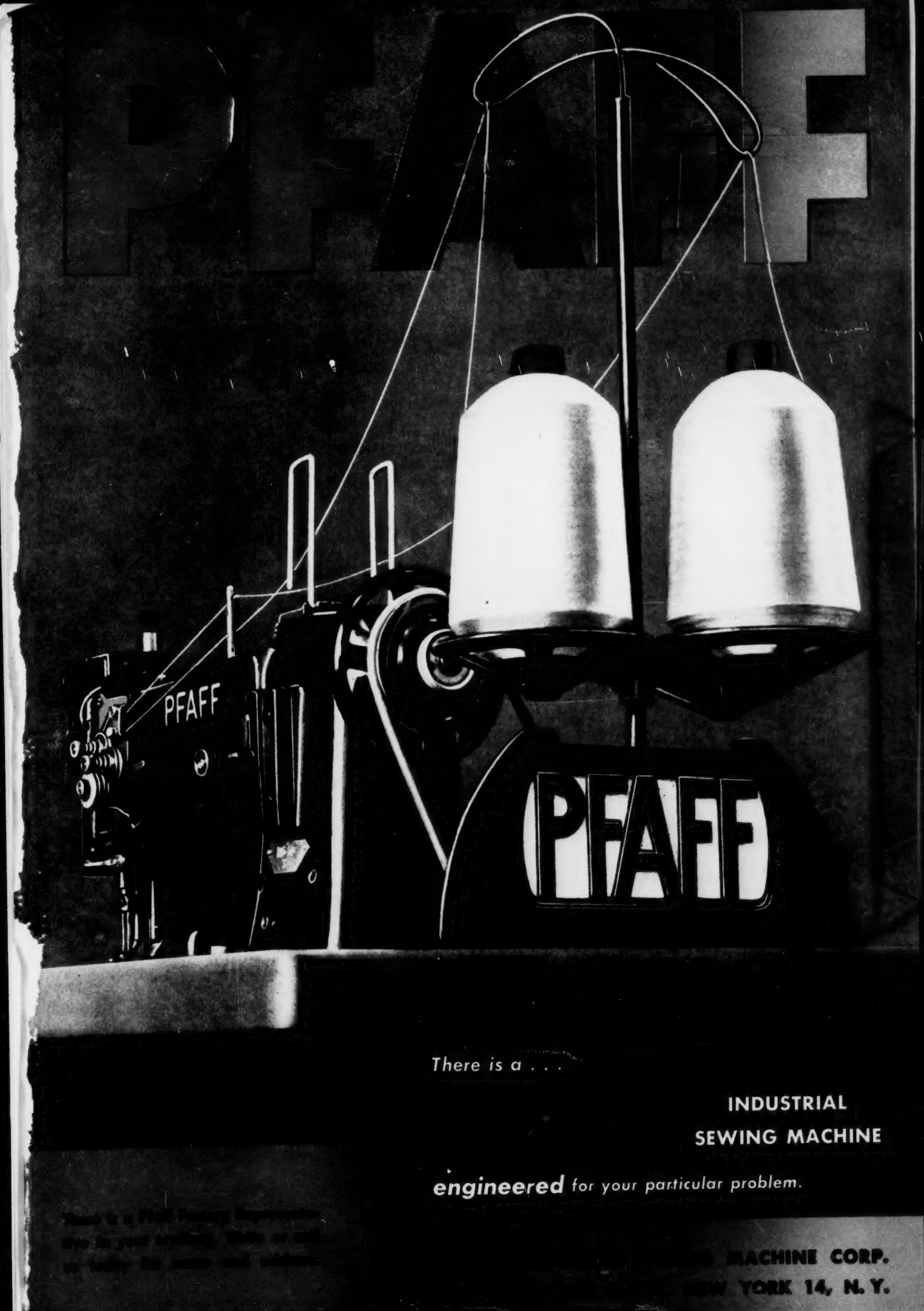
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Sales Can Be Increased Through
SCIENTIFIC SHOE MARKETING

168 metropolitan areas account for almost 80% of shoe sales; also, per capita income, not population, is main key to sales

IF THE shoe industry hopes to sell more shoes it is going to have to make some significant changes in *how it markets* its products.

The industry has spent the large portion of its time developing new techniques to increase *manufacturing* productivity. Now it is going to have to concentrate on techniques to increase its *marketing productivity*.

What is "marketing productivity"? It's simply the percentage of return on the selling effort expended. The shoe industry has expended a lot of selling effort. The question is: has it gotten a fair sales return for that effort? Are its marketing techniques sound and scientific? In its selling methods, is it wasting a lot of power, failing to hit the desired targets?

Greater Sales Potential

The answer could be argued yes or no. But there's no arguing with the fact that the industry has a bigger sales potential than has yet materialized. It can sell more shoes than it has or does.

One trouble: the industry has been using buckshot instead of bullets, a shotgun instead of a rifle. It has tried to hit everything over a wide area instead of sharpshooting at specified targets. Reverse or at least compromise the practice and we might see some significantly favorable results.

One example. Men's work shoes are sold primarily to factory or industrial production workers. That's the basic market for this product. Now, 75 percent of all the production workers in this country are concentrated in 168 U. S. metropolitan areas. Forty percent are concentrated in only 12 metropolitan areas.

Now, supposing a work-shoe producer were to concentrate his merchandising or selling effort in, say, just 25 selected metropolitan areas, which would cover approximately 60 percent of his prospective customers. He could do a much more effective job with his sales budget by concentration than by thinning the effort out over the entire country. He would be sharpshooting rather than buckshot-shooting.

Market analysts have recently discovered some facts of vital importance to the shoe industry and its sales potential. The sale of clothing or apparel (shoes included) is concentrated largely in a small number of retail market areas throughout the country. This fact is vital to sales planning by shoe manufacturers.

There are just 168 selected metropolitan areas in the U. S. with a population of approximately 50,000 and over. They represent only a small fraction of the total counties in the U. S. But these 168 areas contain 56 percent of the population, 75 percent of the production workers, account for 64 percent of all retail sales, and over 70 percent of all consumer income. Yet these 168 areas are crammed into 7.2 percent of the country's land area.

What's this got to do with shoes they are marketing? Well, these 168 areas account for *76 percent of all retail apparel sales — included in which is footwear.* In fact, footwear alone might account for an even higher percentage.

Thus, when a shoe manufacturer speaks of *national* advertising or marketing, what does he *really* mean? He means that 75 percent or more of the *response* to his selling effort will come from a relative handful of buying areas throughout the country. To sell shoes (or any other consumer product) requires the presence of three basic factors:

1. Concentration of people.
2. Concentration of consumer incomes.
3. Concentration of retail outlets.

Without these three factors there can be no gratifying sales of shoes. Shoes must be sold, obviously, where people work, live, earn and shop. Most people do these things in a comparatively few marketing areas in the country. Question: is the marketing of shoes concentrated in these few marketing areas to get the maximum return on the sales budget and sales effort?

Rural Market

Now, let's look at another special aspect. Some 17 percent of the population lives on farms. Apparel, particularly footwear, is one item not available directly to farmers and their families. Thus the shoe purchases are made, for the most part, in one of two ways: mail order, or periodic trips to the city (or metropolitan areas) for a wide selection of articles. There is, of course, a portion of this buying done in rural or semi-rural stores, but it is small. Thus it is probable (no figures available) that even a portion of the rural population does much of its buying directly (trips to metropolitan areas) or indirectly (mail order houses in metropolitan areas) in one of the 168 major buying areas of the country.

There are definite indications of this. For example, 56 percent of the population concentrated in the 168 metropolitan buying areas account for 64 percent of all the retail sales —and about 71 percent of all the apparel (and even more of the footwear) sales. The remaining 44 percent of the population falling outside of these 169 areas account for only 36 percent of the total retail sales—about only 29 percent of apparel sales, and still less of the footwear sales.

This is obviously significant. Population, as we shall show shortly, isn't enough to account for shoe sales.

Other basic requirements are level of income and need for greater number and variety of apparel items. For example, a working or business woman in the city has much greater need for apparel items (shoes especially) than the farm or rural housewife. The former buys two to three pairs of shoes to every pair bought by the latter. This means that figures on "national averages" or "national per capita shoe consumption" are relatively meaningless. Such figures have to be more pinpointed to have marketing value for the shoe industry. The city business girl buys shoes substantially beyond that mythical "average," while the farm housewife buys substantially below. The business girl is therefore a far better sales prospect.

Evaluated Groups

Now, one of the strongest features of this "target marketing" is that the 168 major metropolitan buying areas can be reduced by evaluated groups. The 168 groups vary in size, from the largest (New York - Northeastern New Jersey, population 13,000,000) to the smallest (Laredo, Texas, population 56,000). The largest area accounts for 8.5 percent of the total population while the smallest accounts for only one-third of one percent.

The first nine of the 168 areas account for 25 percent of the population but 29 percent of the retail sales. Thus, in this highly concentrated area, one-fourth of the country's population accounts for nearly one-third of the retail sales — and probably more of the footwear sales.

The first 18 areas account for 32 percent of the population and 37 percent of the retail sales.

The first 44 areas account for 41 percent of the population and 47 percent of the retail sales.

The first 93 areas account for 50 percent of the population and 57 percent of the retail sales.

The whole 168 areas accounts for 56 percent of the population and 63 percent of the retail sales — but a still higher percent of the footwear sales.

Now, what does it mean for more effective shoe marketing? The cost of marketing on a national scale is high. Distribution, national advertising, sales costs, etc. The thinner the effort is spread nationally, the faster enters the so-called law of diminishing returns. For example, when the selling falls outside the 168 areas the proportion of returns for the effort expended is appreciably smaller than when concentrated in more sales-responsive areas.

Per Capita Income—Key To Shoe Sales

Region	Percent of all retail outlets (1946)	Percent of shoe stores (1946)	Percent of population (1948)	Average per capita income (1948)	Average per capita income—natl. rank (1948)
MID. ATLANTIC	**22.3**	**28.1**	**20.0**	**1,647**	**1st**
N. J.				1,605	
N. Y.				1,891	
Penn.				1,444	
E. N. CENTRAL	**21.0**	**24.7**	**20.0**	**1,531**	**2nd**
Ohio				1,548	
Ind.				1,403	
Mich.				1,484	
Ill.				1,817	
Wis.				1,443	
PACIFIC	**8.6**	**7.7**	**9.0**	**1,469**	**3rd**
Calif.				1,651	
Ore.				1,302	
Wash.				1,453	
W. N. CENTRAL	**11.6**	**10.6**	**9.0**	**1,430**	**4th**
Minn				1,353	
Neb.				1,473	
Iowa				1,491	
N. D.				1,473	
S. D.				1,577	
Mo.				1,356	
Kan.				1,291	
NEW ENGLAND	**7.1**	**9.6**	**7.0**	**$1,414**	**5th**
Me.				1,219	
N. H.				1,261	
Vt.				1,229	
Conn.				1,700	
Mass.				1,509	
R. I.				1,564	
MOUNTAIN	**3.2**	**2.1**	**4.0**	**1,396**	**6th**
Mont.				1,791	
Wyo.				1,494	
Colo.				1,429	
N. M.				1,125	
Ariz.				1,168	
Utah				1,231	
Idaho				1,252	
Nev.				1,679	
W. S. CENTRAL	**9.1**	**5.8**	**9.0**	**1,271**	**7th**
Okla.				1,029	
Tex.				1,192	
Ark.				863	
La.				1,002	
SO. ATLANTIC	**11.6**	**7.6**	**14.0**	**1,241**	**8th**
Fla.				1,137	
Ga.				971	
Va.				1,159	
N. C.				930	
S. C.				865	
W. Va.				1,133	
Del.				1,741	
Md.				1,546	
D. C.				1,691	
E. S. CENTRAL	**6.0**	**3.8**	**8.0**	**903**	**9th**
Miss.				758	
Tenn.				955	
Ky.				909	
Ala.				891	

(**$1,369**—nat'l aver.)

Prepared by LEATHER AND SHOES

But let's say a producer, particularly a small or medium-size producer, wishes to reduce his sales or marketing costs, yet ring up good return for his budget expenditures. Let's say he selected the first 44 areas which account for 41 percent of the population and 47 percent of the retail sales—and perhaps 53-55 percent of the retail *shoe* sales. Here he has a concentrated shoe market with a minimum of cost. Where he might not have been able to advertise effectively on a large scale nation-

(Continued on Page 74)

AND VOTE!

The Tanners of NORTHWESTERN LEATHERS believe in Democracy – American Brand and are devoting part of this advertisement to call to your attention the importance of using your right to vote in the national election November 4.

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NORTHWEST MOUNTED
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NORTHWESTERN LEATHER CO.
BOSTON 11, MASS.

THE MASCULINE SHOE PLAN

by **HEDWIG** of **VONHET** **N.Y.**

A. Ventilated "Bolo" type for Spring and Summer wear in smooth, sleek lines.

B. Crepe sole step-in with novel open toe, cutout and perf treatments on unusual vamp.

C. Hidden gore on fresh variation to popular tassel loafer. Mesh vamp insert for coolness.

D. Men's casual shoe for Summer wear featuring wide open toe and smart buckles. Bound fabric sandal with heavy crepe sole.

E. New saddle loafer on crepe sole with porthole perfs on saddle. Good in one color or two-color combinations.

F. V-mudguard in brown and white step-in model. Vamp and side goring in white; mudguard, saddle and quarter in brown.

Move over, girls, 'cause here come the boys! Masculine shoe design for next Spring and Summer is going all out on fashion. About the only thing missing are bows, although buckles are right there. So are open toes, mesh designs, sleek slip-ons, mudguards and unusual cutouts. But all combined in rugged, strictly masculine styles. This new shoe plan for the men falls right into line with the growing style consciousness of the American male. And with men's shoe sales predicted to reach an all-time high next Spring and Summer, designers have been opening up the gates wide on their creative and imaginative talents. These original designs by Hedwig of Vonhet speak for themselves.

A Major Advance in Shoe Technology

UNIT MOLDING

A Revolutionary process of assembling the quarter into a complete and secure unit.
For ALL types of shoes—Lowers your costs—
Makes a better shoe — steps up shoemaking efficiency

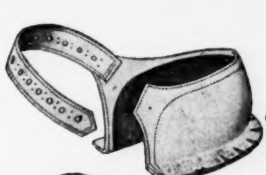
THIS process has been used successfully by representative counter manufacturers and many leading shoe manufacturers in all parts of the country. Names of Counter Licensees in your territory furnished on request. We are prepared to grant on reasonable terms non-exclusive licenses to additional counter and shoe manufacturers under the following patents:

2,245,235	2,230,632	2,424,882
2,244,668	2,391,445	2,245,466
2,391,446	21,267	2,442,239
	2,514,057	

If desired, we will supply the personal assistance of a man having over-all experience in this field, and aid our licensees in designing moulds and efficiently and economically producing moulded quarter units.

ADVANTAGES

1. A smooth unwrinkled lining.
2. Unwrinkled quarter firmly anchored to counter and lining.
3. A back counter which wins the approval of stylists.
4. A uniform insertion of quarters which means fewer cripples.
5. A snug turned heel seat.
6. A saving in skilled labor by eliminating heel seat lasting.
7. A gain in cleanliness and neatness.



Stitchdown Moulded Quarter for Children's Stitchdown

California Slip Lasted

Conventional

Available on request: **Detailed info about entire process. WRITE**

LOWELL COUNTER CO.

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119 BRAINTREE ST., ALLSTON, MASS.


RELIABLE LEATHERS

The Opportunities For

EXPANDING JUVENILE SHOE SALES

44,000 kids buying only 2.70 pairs per capita. Here's proof *we haven't reached a "saturation point"— and here is a plan for growth*

TODAY we are producing annually about 32,000,000 more pairs of juvenile footwear than we did yearly before the war. This has been an obviously healthy increase.

Today's juvenile population, ages one to 14 years, numbers about 44,000,000, the children born between 1938 and 1951 inclusive. This is about 12,000,000 more children than were born at the prewar rate. Thus the juvenile shoe industry has found itself with a postwar "sales premium" of 12,000,000 additional customers. Based on an average juvenile per capita consumption (postwar rate) of 2.70 pairs—this adds up to just exactly the correct additional pairage we should be producing today; that is, 32,000,000 more than prewar. In short, this branch of the industry has been doing "par" for the course.

But this production and sales "par" in juvenile footwear can be a soporific, something to lull incentive for a higher plateau of activity in this field. Par, after all, is simply an arbitrary "average" based on past performance. In the juvenile shoe field the better-than-par possibilities are excellent, as will be shown.

Now, while we are making and selling more juvenile shoes as a whole, it isn't all a lush picture by any means. For example, the biggest gains in the postwar have been in infants' and baby shoes—a 63 percent increase in prewar output. Next largest gain has been in misses' and children's shoes—a 33 percent rise over prewar output. But in boys' and youths' shoes there has been a gain of only four percent in postwar output over prewar. (See Table 1.)

Consumption is Answer

But the heart of the answer lies in juvenile shoe *consumption*—the most direct indicator of sales. The outstanding gain has been made in misses' and children's shoes. In the six years, 1946-51, per capita consumption (based on production) in misses' and children's shoes has shown an average annual increase of 44 percent over the annual average for the six prewar years, 1935-40.

But for the same comparable periods, boys' and youths' shoes have shown only a four percent increase in per capita consumption, while infants' shoes have shown a mere two percent increase. (See Table 2.)

This may come as a surprise to many. While it is true that our infant births have shown a heavy increase—from 50 to 70 percent—over the postwar rate, we are today selling no more shoes per baby than we were in the prewar years. The saving factor has, of course, been the great increase in infant population, so that we are selling a greater volume of shoes today.

Now, here enters a significant and challenging issue. Why are juveniles in the misses' and children's branch buying 44 percent more shoes per capita today than in prewar, while boys and youths are buying only five percent more pairs per capita, and infants two percent more pairs? Why has one branch in the juvenile field shown such a conspicuous rise while two other juvenile branches have almost stood still? It would seem that a consumption pattern affecting one group of juveniles would tend to conform pretty closely to other groups. But it hasn't.

Analysis may turn up some very important answers—may provide a clue or key that can be applied effectively to groups where per capita consumption has lagged.

One of the outstanding postwar developments in misses' and children's shoes has been a potent emphasis on *styling*. Not only in basic style changes, but in patterns, colors, materials. While the conventional oxford and Mary Jane continue to be perennials, other basic types have driven a deep wedge: the sandal, ankle straps, multiple straps, loafer and moccasin types, ghillies, saddles—yes, even modified pumps.

Patterns have shown strong shifts from the orthodox and dull, have moved toward more "grown-up" de-

TABLE 1

Comparative Juvenile Shoe Output (Prewar and Postwar)

Period	*Misses' and Children's*	*Boys' and Youths'*	*Infants'*
1946-51 pairs (annual average)	56,097,000	17,626,000	36,660,000
1935-40 pairs (annual average)	39,710,000	16,861,000	22,119,000
Postwar gain (annual average)	16,387,000	767,000	14,541,000
Postwar % gain	33%	4%	63%

TABLE 2

Per Capita Production of Juvenile Shoes (Comparison Prewar and Postwar)

Period	*Misses' and Children's*	*Boys' and Youths'*	*Infants'*
1946-51 (annual average)	4.59	1.38	2.47
1935-40 (annual average)	3.17	1.31	2.41
Per capita pairage gain	1.42	.07	.05
Per capita percent gain	44%	5%	2%

signs. Colors have run riot in comparison with the limited range of the prewar shoes in this field. Bright colors, pastels, multicolors, two-tones —all are playing an enlarging role. Even materials have shown a shift. For example, the greater use of practical fabrics; or combination leather-fabric shoes. The idea of variation in texture has had increasing appeal.

But why have these factors affected misses' and children's shoes and not boys' and youths' and infants'?

First, in children's shoes, mothers have shown a recent (postwar) strong leaning toward what might be broadly called "the more colorful" in shoes. This may be traced back to their own tastes and experience in shoes. For example, women's per capita shoe consumption prior to 1935 was about three pairs or slightly above, per capita. This level had been maintained for many years. In the mid-Thirties came the influx of the lower cost playshoes, the casuals, the Californias.

And here broke a long era of relatively conservative footwear for women. Shoes became lighter, more colorful, more daring and novel in design or pattern, less expensive (for these types). The era of bright footwear began.

PRODUCTION OF JUVENILE SHOES
(000 pairs)

	Misses' & Children's	Boys' & Youths'	Infants'
1952			
1951	54,817	14,497	33,911
1950	60,896	16,653	37,890
1949	54,945	16,869	35,791
1948	58,910	17,265	38,433
1947	53,083	19,829	36,166
1946	53,929	20,642	37,769
1945	54,445	15,917	34,988
1944	45,654	17,316	29,075
1943	33,760	19,830	25,441
1942	41,285	17,107	25,657
1941	47,912	19,159	28,174
1940	40,750	15,276	21,750
1939	43,990	16,858	24,085
1938	40,188	17,137	21,315
1937	39,911	17,481	22,786
1936	36,845	16,570	21,612
1935	37,276	17,847	21,167
1934	34,520	17,346	19,451
1933	33,180	19,944	18,578
1932	33,600	18,100	15,653
1931	34,308	20,047	18,541
1930	32,037	18,530	18,559
1929	39,927	22,993	23,750
1928	37,136	23,032	23,834
1927	39,650	24,229	24,542
1926	38,577	21,111	24,041
1925	38,691	21,021	24,587
1924	35,694	20,274	23,823
1923	40,136	22,239	27,015
1922	39,442	21,632	23,939

More Colorful, More Sales

This has without question had a potent influence on the choice of children's shoes by today's mothers. This has applied to both children's and misses' footwear. These more colorful or varied shoes have, as a consequence, resulted in more sales, or increased per capita consumption. As with women's shoes where per capita consumption is also fairly high today, the moment that "more colorful" footwear was introduced, appealing to female imagination, per capita consumption rose. Mothers found these shoes more appealing to themselves—and bought more shoes—and also for their little children and little daughters.

Also, these shoes having greater variety inspired more go-with or costume coordination applications. For example, shoes of certain colors to go with costumes in matching or contrasting colors; or shoes for a wider variety of occasions. Naturally, this meant more sales, as the postwar per capita record shows graphically.

Lastly, in many important respects the clothing tastes of the postwar little miss have differed sharply from those of her prewar sister. The influence of TV has been largely obvious—resulting in more "grown-up" tastes among small girls. Not only different tastes but desire for a greater *variety* of clothing articles, shoes included, than in prewar.

Education has been another powerful influence. Strangely, more the education of modern mothers rather than of modern children. The more rigid discipline (always accompanied by conservative tastes) of the prewar mother as compared with the broader, more varied outlook of today's mothers. This is reflected in footwear tastes—again in the leaning toward the more colorful, plus the greater variety, footwear. In prewar, where the Mary Jane was the "dress" shoe, today the dress shoe, as well as the shoe for school and play, is far more colorful, more "stylish."

These and other factors have borne strong and steady influence in misses' and children's shoes—on raising per capita consumption of these by 44 percent from prewar. For example, in the six-year period, 1935-40, average per capita consumption of these shoes was 3.17 pairs. In the six-year postwar period, 1946-51, it rose to an annual average of 4.60 pairs, a rise of about 44 percent. It boils down simply to the fact that today's children and misses are buying nearly $1\frac{1}{2}$ more pairs of shoes each per year than they were before the war.

All right, juveniles being juveniles, and mothers being mothers, why didn't the same "trend" affect boys' and youths' and infants' shoes? If these same mothers had more "modern" views regarding footwear for misses and children, why not for boys and youths and infants?

Much of it is psychological—yet has a direct influence upon the purchase of footwear. A mother is attracted by the idea of "dressing up" misses and little children. These two groups of juveniles adapt easily to the term "cute." They are therefore subjected to the "feminine" touch in clothing. This calls for more variations in styles, colors, textures. And it has brought a wholesome sales response, as the records show.

But boys and youths fall into the more "rugged" classification. The application of the "feminine" touch would obviously meet with rebellion. Up would rise the cry of "sissy."

Also, fathers frequently buy the shoes for the boys. The clothing tastes of the adult male have always tended toward the conservative. Hence the selection of boys' and youths' shoes has likewise followed this pattern. There is nothing to illustrate this more graphically than the record of men's shoe consumption as compared with boys' and youths'. This has followed an amazing parallel. (See Chart 1.)

First, postwar consumption in both groups has been lower than in prewar. Second, the pattern of yearly change has been almost parallel over the past 30 years.

(Continued on Page 76)

peek-a toe miss

by Joyce Forbes N.Y.

STYLE shoes for little girls next Spring and Summer will feature plenty of room for wriggly and active toes. Added to the design features which are presently popular for the young miss are toe openings of several types. Mesh is used for airy designs, slotted bands for a grown-up fashion look, wide fish-mouth openings and wide open porthole perforations. The accompanying designs by Joyce Forbes, aimed to attract little girls and the junior miss, are destined to receive good consumer response with the doll-carriage brigade because of their comfort plus fashion qualities.

A. For the very young, mesh-vamped leather "barefoot sandal." Cool and smart for play and dress occasions throughout the Summer.

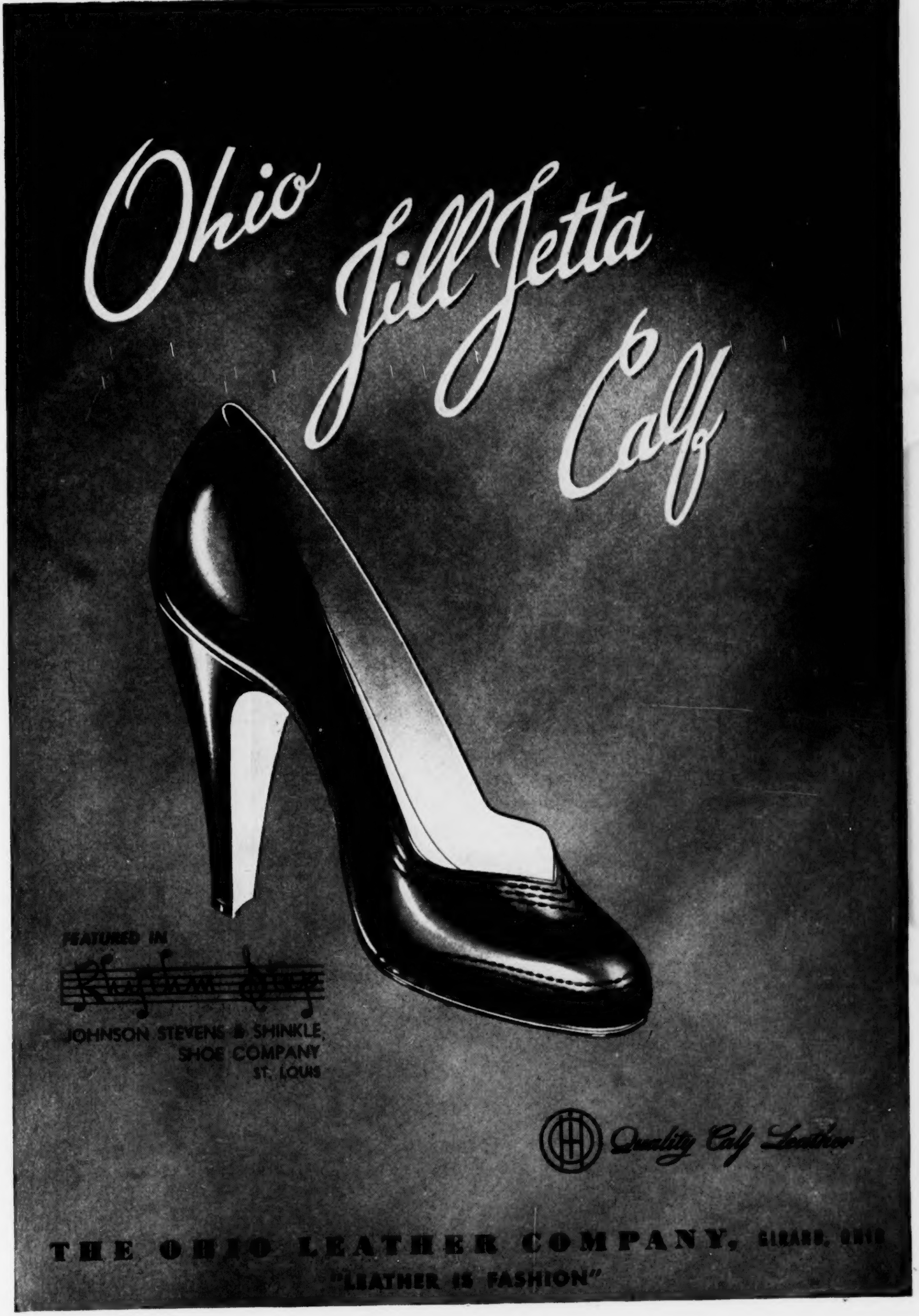
B. A smart shoe for Spring in calf and mesh. Special appeal for youngsters with its very open effect.

C. Adjustable stitchdown sandal with new banded effect and large toe opening for little girls.

D. For Springtime sports, a rubber-soled, wide-one-strap shoe for the junior miss. Contrasting strap and sole treatment offers wide opportunity for color.

E. All patent shoe or straw cloth with patent strap and banded insert creating airiness.

F. Children's or misses' "barefoot sandal" with interesting vamp perforations and heavy rubber sole, favored in white for youngsters and red for older girls.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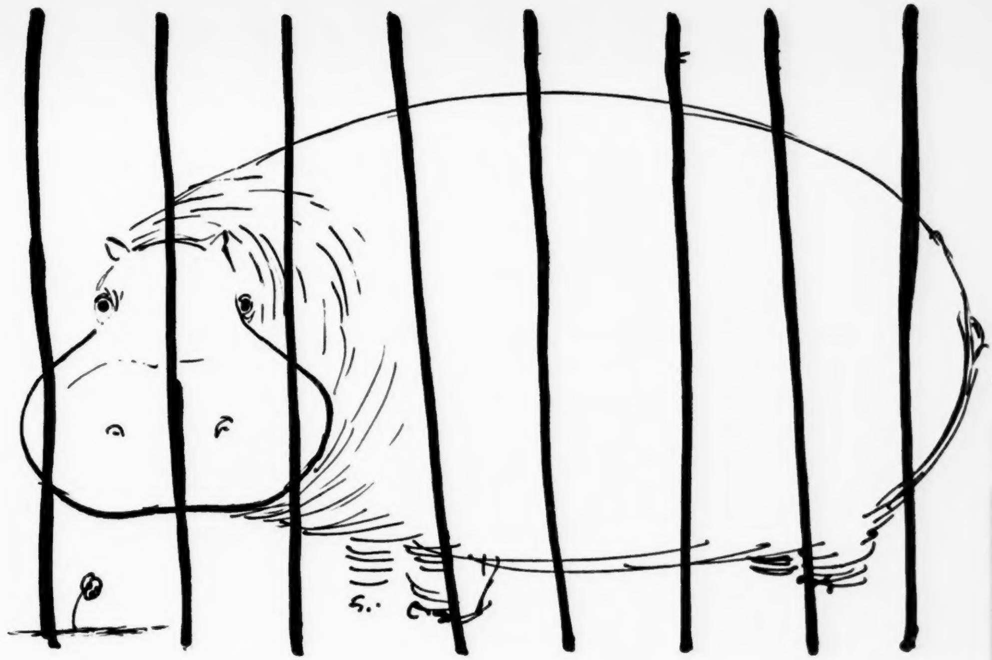


BIGGER MARKET FOR MEN'S FOOTWEAR

An analysis of this market and its expanding opportunities —no need for pessimism despite a discouraging past record

LAST year the per capita consumption of men's civilian shoes reached its lowest point in modern shoemaking history, excepting two war years, 1944-45. The average civilian male 15 years or over in age bought only 1.43 pairs of shoes. Altogether, the country's 60,000,000 males above the age of 15 years purchased 106 million pairs of shoes. Of these, however, approximately 20 million pairs were for the military, leaving only 86 million pairs produced for civilian consumption.

Traditionally, the average American adult male has in almost every year bought two or more pairs of shoes a year. But the last time he bought two pairs was back in 1947 (2.04 pairs). Since 1948 per capita consumption of men's shoes — even with the addition of military footwear — has been consistently under two pairs.

Men's Output Down

Despite a high level of production activity for the shoe industry over-all in 1952, with output destined to pass the half-billion-pair mark for only the third time in history, the men's shoe branch is the only one that will likely show a decline in output for 1952 as compared with the poor year of 1951. For the first eight months of 1952, men's shoe output is running seven million pairs, or nine percent, behind the same period of last year. For the same period, all other shoe branches are showing gains of from two to 23 percent.

What's behind this production and sales anemia in men's shoe business? Surely a sickness exists—and just as surely there must be causes for it. If for a quarter of a century the average adult male purchases two or more pairs annually, then for the past five years suddenly reduces his shoe purchases to below two pairs, some specific causes underlie this abrupt and drastic change.

Men's Shoes—30 Years

TABLE 1

Year	Production (000 Pairs)	Per Capita Production
1951	105,949	1.93*
1950	102,962	1.86
1949	97,769	1.82
1948	105,358	1.98
1947	107,486	2.04
1946	104,193	2.01
1945	68,290	1.32
1944	69,831	1.36
1943	84,736	1.66
1942	102,100	2.02
1941	120,519	2.42
1940	102,383	2.08
1939	103,753	2.13
1938	96,660	2.01
1937	102,896	2.17
1936	103,784	2.01
1935	99,525	2.15
1934	91,387	2.00
1933	88,821	1.96
1932	74,493	1.67
1931	77,420	1.76
1930	77,147	1.76
1929	94,770	2.19
1928	90,970	2.14
1927	95,328	2.28
1926	89,845	2.18
1925	90,094	2.23
1924	88,173	2.22
1923	104,132	2.66
1922	95,045	2.47
1921	73,050	1.84

*Includes 20 millions pairs of military footwear.

Are prices too high? Are patterns too conservative, monotonous? Are colors too drab, reserved? Is there something wrong with the merchandising? These and other factors or "causes" are all involved. If men's shoe business has been in a five-year slump, there is every likelihood that it will continue in that rut unless some important and aggressive changes are made. Let's consider some of the probable causes behind the problem.

Are Prices Too High?

Prices: This no doubt has played an important role in reducing sales of men's shoes. Let's take an analysis of shoe prices for 1951—the percentage of output of shoes by retail price ranges.

If we use $7.50 and under as the retail price range, in 1951 some 62 percent of all women's shoes, 76 percent of boys' and youths', and 86 percent of misses' and children's shoes sold for $7.50 and under. However, *only 13 percent* of men's dress shoes sold in this retail price range.

If we use a base of $9 retail, the figures show up as follows: 74 percent of women's, 94 percent of boys' and youths', and 94 percent of misses' and children's sold in this range. But *only 38 percent* of men's dress shoes sold in this range.

Now, of course, men's shoes have always tended to be higher in price than shoes in other categories. For one thing, more materials, particularly leather, are usually required. Second, the large majority of men's dress shoes are made on the Goodyear Welt process, where costs tend to run higher. There are also other reasons, of course.

Buyers' Boycott?

But the industry's justification for the higher prices for men's shoes is not equally justified in the average male consumer mind. There is seldom complaint of "unfair" pricing for the value of the product received. It's just that the male tends to buy fewer pairs.

While 99 percent of all boys' and youths', misses' and children's shoes can be purchased for $11 and under retail, and 83 percent of women's, only 51 percent of men's dress shoes can be purchased at this price. The adult male, as is well known, makes his shoes serve him much longer through repair services — the same services which are generally shunned (except for heel lifts) by women, and also by many children because the latter outgrow their shoes so rapidly.

Even in men's work shoes where prices might be expected to be lower, some 47 percent retail for $7.50 and under, as compared with 62 percent of women's, 76 percent of boys' and youths', and 86 percent of misses' and children's.

It would seem that a substantial revision in prices downward might well contribute to increased sales. This could not be accomplished, however, simply by an influx of "cheap" shoes, sacrificing quality for price.

Lower Prices Not Naive

Such a suggestion might on first glance appear profoundly naive. Prices must obviously be in balance with costs. But must the costlier Goodyear Welt process dominate the men's shoe field? When the cement and California-type footwear replaced the Goodyear Welt in women's shoes, with consequent substantial reduction in prices, women's per capita shoe consumption showed a steady and appreciable rise. For example, prior to 1930, women's per capita consumption was around three pairs or below. Today it averages between 3.5 and 4 pairs. This has made a difference in output of at least 50,000,000 pairs a year.

There is no simple answer to the "price problem" for men's shoes. But price will remain a major obstacle to sales until a solution is found.

Patterns: It is generally conceded that the majority of men's dress shoe patterns of 15 or 20 years ago could be dropped into today's style scene and be practically undistinguishable from modern fashions. Straight-tip, wing-tip, plain toe, the design of fittings, etc. — they continue virtually unchanged. Except for a small minority of men's footwear, or in seasonal footwear, the basic dress patterns have become perennial—which is simply a fancier word for stale.

The Perennial Oxford

Fundamentally the shoes, too, hold rigidly to the orthodox. The oxford overwhelmingly dominates the field. We see smatterings of other types—the loafer, moccasin (of these two, many are styled synonymously), the gore, etc. This has continued for the past century.

The industry may justify this conventionality on the grounds that they are merely serving the tastes and demands of the majority of the male population. But the facts don't jibe with this thesis. For example, we have seen any number of substantial changes in men's clothing styles over the past half century. Comparing these styles, decade by decade, the changes are genuinely radical.

But in men's shoes over the same period we have seen only one major change: virtual elimination of the high shoes. And, ironically, even this has worked against the industry. For at one time the average male bought one pair of high shoes and one pair of oxfords a year, for a minimum of two pairs—and frequently a pair of work shoes in addition. Now he wears the same oxford year round.

There is certainly no lack of styling originality or talent in the men's shoe industry. But much of it is concealed beneath the bushel. One thing seems certain: so long as most of the men's shoes in a store window look pretty much like the last pair or two purchased, there will be little inspiration to go in and buy.

The American male has given numerous indications that he is receptive to style changes in clothing. The clothing industry has cashed in on this; not by waiting for the male to demand such changes, but by introducing the male to such changes, then doing a forceful promotional job to have him accept the changes for which he was receptive in the first place. In short, creative style leadership by the clothing industry did it. The male is just as ripe for similar changes in footwear.

Monotony of Color

Color: A generation ago the dominant color in men's shoes was black. Today it is brown. Though there has been color change, it has resulted in no sales gain. Brown has simply replaced black.

While a monotony of color has prevailed in men's shoes, men's clothing has blossomed in an unbelievable spectrum of color: the slacks, sport jackets, sport shirts and dress shirts, neckwear, socks. This again has a

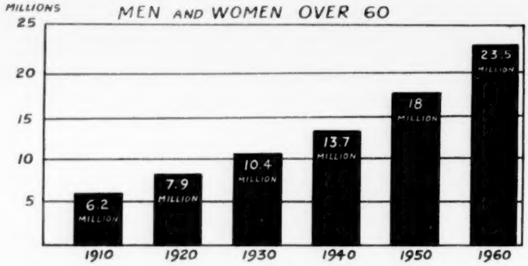
(Continued on Page 82)

TABLE 2

Comparative Retail Shoe Prices, 1951

(Showing percentage by types sold in each price range)

	$4.50 & below	$6 & below	$7.50 & below	$9 & below	$11 & below	$13 & below	$16 & below	Over $16
Men's Dress	2.7%	6.7%	13%	38%	51%	67%	80%	20%
Men's Work	6%	28%	47%	66%	80%	89%	93%	7%
Women's	19%	43%	62%	74%	83%	91%	93%	7%
Misses' and Children's	35%	70%	86%	94%	99%			
Boys' and Youths'	11%	43%	76%	94%	99%			



The Big But Neglected Market For

FASHION IN OLDER WOMEN'S SHOES

10 million American women are searching in vain for smart shoes

An increasingly larger proportion of our population could paraphrase a favorite ditty and address it to the women's shoe industry thus: "Darling, we are growing old." At the latest census count, it was found that there are 18 million persons over 60 years of age in this country, and by 1960 this figure will reach approximately the 23.5 million mark.

Figuring about 55 percent of the total as women, we now have somewhere around 9,900,000 women 60 years old and over. That means that there are almost 10 million women consumers being neglected as a fashion market by the women's shoe industry.

These 10 million women may be considered dear ole gran'ma by a good segment of our population, but they have young ideas when it comes to style. They're younger looking than ever before; they're sprier, healthier, more active, and more chic. All of which means they're a pretty logical group at which to aim special promotions, especially in the fashion field.

Their biggest gripe—and you've only to ask them—concerns shoes. Their style outlook is tempered by maturity in that they want and look for fashion combined with comfort and "sensibility." They demand comfortable shoes, many requiring "orthopedic" footwear. Up to now, these have been given little, if any, fashion attention—are considered "fuddy-duddy."

Why should "orthopedic" shoes, or those designed with true comfort as basis, lack style? When you consider the few themes popular at the moment that give shoes the look of high-style, there is no reason that these same ideas can't be incorporated into practical, comfortable footwear.

The illustrations on these pages bear this out. The Walker T. Dickerson Co. of Cincinnati, a well-established manufacturer of women's orthopedic shoes, has realized the necessity, need and demand for fashion items in its field and has started to incorporate fashion shoes into its line. Also, the designs by Harry Berk of Ben-Berk, noted New York stylist, show what can be done with a little imagination combined with practical shoemaking.

A Fertile Market

Recognizing the possibility and logic of fashions designed especially for older women—for true fashion always is in demand, always sells, and always makes for extra sales—let's examine this untapped market. The facts and figures bear out that it is worth cultivating.

We repeat, there are more than 18 million persons over 60 now living in the United States. Approximately 13 million of these are 65 or older. This age group is increasing at the rate of 400,000 a year! By 1960 there is expected to be 23.5 million men and women over 60 years old.

These figures represent double the general rise since 1900. The 65-plus group in 1940 was only 6.9 percent of the total population; in 1950 they were 8.2 percent; in another 10 years the census predicts they should be about 9.2 percent. The oldsters showed a tremendous percentage gain over 1940, more than a third. The next biggest hike took place among people 55 years old and over.

In the last 52 years, while the population of the United States has doubled, the number of persons more than 65 years old has *quadrupled*. In 1900, there were 102 men for every 100 women among older persons. Now there are only 90 men 65 years of age and over for every 100 women in those ages.

People are living longer than they used to. But only in the last decade has the increased longevity begun to have any sizeable effect on our population statistics. Today life expectancy has climbed to 68 years for men and more than 70 for women—an extension of at least twenty years since 1900.

The upgrading of the average age of Americans isn't an overnight process, but there's sure to be a long period before the war-baby boom

starts the average down again. In this period, business will have to realize that each year's typical customer is a little more mature than the year before.

As more people move into the older brackets, the American fetish of youth may weaken, the aversion to growing old may wane. Businessmen will have to remember that more mature minds are weighing their products, whether the products are automobiles, books, movies, pieces of furniture—or shoes.

Manufacturers Not Aware

One would think, after considering these facts and figures, that industry and trade would be busily planning to produce special items for this over-55 or over-65 market. Yet a survey conducted by the Standard Factors Corporation of New York, representing 63 companies in a wide variety of consumer goods industries, indicates that few manufacturers are aware of the potentialities of the over-65 market.

This survey found little evidence of any planning for this growing market, which perhaps has more distinct needs and tastes than any other market, or at least equally as much.

Only two shoe manufacturers (and there are about 1100 in this country of which about two-thirds make women's shoes) reported that they thought of producing special styles or special advertising to attract the oldsters' market.

In the face of these facts a lot of people, and especially women's shoe manufacturers, are missing a lot of boats. Here is what has happened with the few alert business men who have used a little effort in attracting these people:

Lord & Taylor, big New York department store, set up its women's department in 1946. It went to manufacturers and asked them to design styles and sizes for older women. The program has paid off. Since then, the department's sales have nearly doubled; it now rates as one of the 12 most important departments in the store.

Two medium-sized manufacturers of ceramic materials and equipments, since 1946, have embarked on modest advertising programs showing elderly people busying themselves with a ceramic hobby. They have had phenomenal growth.

A small manufacturer of low-priced wood-working equipment reported excellent sales when the advertising appeals showed older men busying themselves at hobby woodwork.

One medium-size manufacturer of dog food, apprized by market research that many aged people had dog or cat pets, "slanted" his advertising appeals to attract such customers. His sales showed a surprising (and gratifying) increase.

Only one small cosmetic manufacturer seems to have embarked, in a modest way, on a line of cosmetics for older people and burgeoning sales results are suddenly beginning to tax his working capital.

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These smart designs by Harry Berk of Ben-Berk Fashion Creators, New York, exemplify what the older woman is looking for in fashionable comfort shoes. At the left is a neat, dressy trick-strap style with nylon mesh vamp and strap inlay. At the right is a smart U-throat dressy "oxford" featuring airy mesh panels. Both models make exceptionally good Summer shoes for the fashion-conscious, older American woman.

At the left, brown suede and calf, closed toe and heel strap made over a specially designed Morton Last Co. "orthopedic" last. The last includes all the fitting characteristics necessary to make opened-up types of shoes with high fashion appeal that include good adherent fitting qualities. At the right, a green pump in an open toe model with emphasis on flattering the feet and ankles of fashionable, older customers. — From the Walker T. Dickerson Co. (Columbus, O.) line.

At the left, a red and black strap shoe with open toe and quarter designed for foot and ankle flattery. At the right, a tan calfskin closed toe, side tie smart shoe made over a special Morton last. Both models incorporate the important "orthopedic" features with good styling suitable for mature women.—From the Walker T. Dickerson Co. (Columbus, O.) line.

"The New In Shoes" Program And How To

MAKE SEASONAL OPENINGS PAY OFF

Most important of all: effective organization at the local level

THE recently inaugurated "The New In Shoes" program, sponsored by the National Shoe Institute, holds promise of giving an enormous impetus to retail shoe business in the U. S. If it is administered effectively, and is supported by energetic and intelligent retailer-manufacturer cooperation, it may well lift per capita shoe consumption from the current 3.20 pairs to a minimum of 3.50 pairs. This seemingly small rise in per capita shoe consumption could add some 50,000,000 pairs to annual shoe production, with an extra dollar value of about $200,000,000.

One-Third Rise Needed

This may appear to be an idealistic goal. However, all it requires is a rise of only one-third of a pair per capita. This, however, is a more realistic possibility than may on first glance seem to be. For example, seven years ago per capita consumption of misses' and children's shoes was slightly above three pairs, but today is up to four and a half pairs—and has held this level for seven years. Women's shoes some 17 years ago had a per capita consumption of around three pairs, but for almost two decades has been around 3.75 pairs.

There is no evidence to support the contention that per capita shoe consumption is static or stable, or that it can't be raised.

By far the principal cause for the rise in per capita consumption of misses', children's and women's shoes has been *fashion*. Positive and attractive changes in seasonal styles lure customers, increase sales and per capita consumption. This applies to almost any consumer article, from cars to carpets, from furs to footwear. All the evidence points to this basic economic truth.

However, it is not enough to merely produce and introduce new fashions. The shoe industry has been doing this, without pronounced success, for years. To drive a buying-incentive wedge into the consumer mind requires that the fashion be vigorously promoted and publicized *with an organized campaign based upon a dynamic centralized theme.*

"The New In Shoes" is just such a campaign and theme.

There remains one vital question concerning the program: How to organize it and make it work to its maximum effectiveness. Energy and enthusiasm are not enough. There is a saying in the field of art: "Successful art is 10 percent inspiration and 90 percent perspiration."

This applies specifically to "The New In Shoes" program. To be inspired about its potentialities isn't enough. The perspiration of efficient organization and administration has to go into it from both the national and local levels, and particularly the latter.

So here we're going to suggest an organizational layout, a plan of administrative action, designed to get the most effective results; in short, how to make "The New In Shoes" fulfill its objective to sell more shoes.

First, let's take it from the retail level—for it is at this level where the program will prove enormously successful or fall on its face.

Community Organization: Right here is the key to success or failure of the program. The shoe retailers of every community participating in "The New In Shoes" seasonal opening must organize to administrate the program at the local level. Any endeavor to let the program roll on its own wheels without centralized and organized direction will bring disappointing results. If promotional efforts in the community are left solely to the individual retailers, each to contribute in his own way, the program will terminate in a maze of crossed wires and dissipated efforts. Thus the retailers must band together, well in advance of the official seasonal opening, March 1, 1953, for the sole purpose of setting up "The New In Shoes" program of operations for their own community.

Local Retailers Select

Central Committee: This committee, numbering no more than three members of the average community, is elected by the local retailers and is responsible for overseeing the entire program. It might consist of a chairman and two executive vice-presidents.

This committee outlines the entire program and how it shall function for its own community, with which it is familiar. It maps the basic plans of action—with the aid of suggestions of all members of the entire group, of course. This Central Committee then appoints a group of separate two-man committees, each of which has a distinct function, as follows:

Radio and TV News: This committee arranges special programs for TV and radio locally—programs having dramatic, news or service value *only*—and all promoting "The New In Shoes" theme. TV fashion shows, for example, showing new shoes as coordinated with new Spring costumes. Local department stores might cooperate, help furnish costumes and props; likewise some of the specialty stores.

This committee would present other news-value information via radio and TV programs. For example, educational programs dealing with children's feet and footwear, tied in with local school and medical authorities. Informative subjects with dramatic value, such as the history and evolution of shoes, the differences in various kinds of shoe leathers, how shoes are designed, etc. All this data can be obtained through the National Shoe Institute.

Early Action

This committee's program would go into action a few days before the seasonal opening, would continue through the week of "The New In Shoes." Its single purpose: to contribute to making the local community highly shoe-conscious and more receptive to the come-in-and-buy theme promoted by all committees.

Newspaper Committee: Fundamentally its purpose is the same as the radio and TV committee, only working through a different medium, the local newspapers. The aim is to obtain as much *news* publicity as possible, day after day, during the week of the seasonal opening. This means furnishing special stories, pictures, news angles, all tied in with "The New In Shoes" program. Again, most of this material can be obtained from the National Shoe Institute, the central clearing house.

Other news sources should not be overlooked. For instance, house organs of local companies might well contribute space in issues timed around the seasonal opening.

Lecture Committee: Arrangements should be made with all local clubs or organizations for special talks to be given before these groups by local shoemen during or preceding the week of the seasonal opening. Kiwanis, Chamber of Commerce, Lions, Elks, Ladies Auxiliaries, schools, women's clubs, Parent-Teachers, etc. Wherever people are gathered during that week, a shoe man should be the speaker—telling about shoes, and especially about "The New In Shoes."

Special Events: This committee creates and executes any variety of stunts or special events that will help, in a novel way, to promote "The New In Shoes" and the local seasonal opening. For example, official endorsement by the mayor; tie-in shoe pictures with visiting celebrities of theatre, sport, etc.; trick stunts—the search for the local Cinderella, with a prize given; contests and gimmicks devised to focus interest on footwear and "The New In Shoes."

Advertising Committee: If the participating retailers decide to apportion a share of their advertising budget to a cooperative advertising fund for that week—and they should—then this committee will decide on most effective use of the funds. For example, in radio and TV spots for a few days preceding the seasonal opening week, and also during that week. And for newspaper advertising.

The local newspapers should have a Sunday supplement devoted solely to "The New In Shoes." This supplement would contain much interesting editorial material furnished by the Central Committee, plus the cooperative advertising of the entire group, plus the individual advertising of all local shoe merchants (or shoe maufacturers) desiring to participate. Such a supplement, especially in color, would prove highly effective to officially open the "week."

Now, one thing should be noted. Practically all the publicity or promotion other than direct advertising

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L and S NEWS X-RAY

OPS still changes mind from day to day on shoe price control situation. Last week, agency worried over recent de-control, said it was afraid prices would shoot up again. This week, another story.

Now Agency feels a little better. Reason is recent price reductions on Thom McAn and John Ward shoes. Both are divisions of Melville Shoe Corp. which OPS regards as major factors in shoe trade. Now OPS officials say they expect other companies to follow suit, announce price cuts.

Actually, this is contrary to current price trend. Shoe manufacturers already talking higher prices for next spring, citing higher labor and leather costs. Even though manufacturers haven't raised fall and winter prices, few if any are considering any reductions now or later.

OPS also feels hide and skin prices are holding relatively stable, despite recent increases. Although Agency was concerned over approach of calfskins to retrigger point, officials say this cannot last, point to current heavy kill as tending to remove danger of spiralling prices. By latter part of Aug., says OPS, summer hides will be moved and prices should be stabilized or even on decline.

Government leaves room for reservation. Officials say situation will still be "touch and go" for another week or two. Even though they feel prices will not climb, they will keep close watch on events till end of month.

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Another reorganization of the Department of Commerce's Hide and Leather Section in the works. Section, headed by Julius G. Schnitzer, has been part and parcel of National Production Authority since passage of Defense Production Act. Before that, it was part of Commerce Department's Office of Industry and Commerce.

Now Commerce Department wants to set up new Bureau of Production. Leather division would be part of this. Schnitzer, of course, will remain as head of division. Reorganization, says Department, would make transition from NPA, a post-Korean emergency, to more normal operating set-up.

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Good indication that average individual spending more on consumer goods, both hard and soft, seen in latest report of Securities and Exchange Commission. Report says personal savings over U. S. amounted to only $1.7 billion in second quarter 1952. This was $900 million below first quarter, fully $1.3 million below savings in second quarter 1951.

Even U. S. Savings Bonds totals held by individuals fell below $50 million in second quarter. This was $100 million in previous three-month period. As Commission noted, "While more attractive terms were provided for Savings Bonds beginning May 1," S.E.C. said, "investor response with higher purchases was not sufficient to offset redemptions during the quarter."

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Advance Boston Shoe Show lived up to reputation as first real indication of business outlook for next season. Most shoemen highly optimistic over prospects for Spring 1953. Main basis of optimism is fact that retailer inventories are still lean despite heavy production schedule for year. Fall business has eaten up goodly part of retailer stocks, put them in buying mood for next season.

One of industry's greatest concerns is how to keep present price levels. Labor costs are still on rise with further wage increases expected in most plants before end of 1952. Recent leather price recovery has also added to manufacturers' burden.

Shoemen convinced that price increases within next few months could prove disastrous for sales. This is especially true among makers of low and medium priced footwear where a small increase in prices looms large by the time it reaches consumer level. This is reason manufacturers are perturbed, hope increases will not be necessary. Even if they are, they say price boosts of 10 to 15 cents per pair can be well absorbed at retail level.

TANNERS HIT "FALSE" ADVERTISING

COUNCIL FILES SUIT AGAINST 27 FIRMS

Cite Sale of Synthetics As Leather

The Tanners' Council has filed a series of complaints with the Federal Trade Commission asking that "unfair and deceptive" efforts by 27 manufacturers to sell synthetic products as leather materials be halted.

Acting on behalf of member tanners, the Council claimed that manufacturers of a variety of imitation materials are trading on "the consumer's traditional preference for leather" to sell their products through the use of trade names or advertisements which imply that the merchandise is made of leather.

The brief, filed with the FTC, stressed that the selling and wearing qualities of leather—durability, appearance, suppleness, porosity and other qualities—had won "such acceptance" from the consumer that the tanners were concerned with any "deceptive efforts to sell artificial materials as leather."

Trademarks Cited

"We believe it is unfair, deceptive, misleading and false," the brief said, "for manufacturers of substitute materials to choose as trademarks, trade names and brand names, out of the infinite variety of descriptive and coined words available, words which inevitably suggest to the consuming public that the product is leather. We also object to the use of advertising copy, markings and labels which have the same effect."

Tanners cited previous decisions of the Federal Trade Commission that the words "leather," "hide," "suede," and "kid" or "any colorable simulation of these words" signify leather products to the consumer and "are misleading and deceptive when employed to sell non-leather products," as in the use of 12 trade and brand names incorporating these words.

The Council also complained against the corporate names of two concerns which sell non-leather products, but include the word "leather" in the firm name.

As examples of misleading advertising copy, the complaint cited phrases such as "plastic patent," "plastic suede," "vinyl calf," and "buck-o-hyde grain plastic." A particularly flagrant example of mislabelling, the brief said, was a plastic product with a leopard-skin pattern on one side and a simulated cowhide grain on the reverse, which was sold as "leopard-cowhide."

The brief urged vigorous enforcement of these decisions by the Federal Trade Commission. It stated that serious harm could be done to the leather and livestock industries if producers of synthetics were permitted to pass off their products as genuine leather.

The brief also noted that U. S. tanners paid more than 453 million dollars in 1951 for domestic hides, representing more than 5 per cent of the total value of the animals sold by livestock raisers of this country.

DIVIDENDS OFF SHARPLY

Shoe and leather companies paid out $481,000 in publicly-reported cash dividend payments during September 1952, the Commerce Department reported.

This compares with $827,000 in September a year ago.

For the first nine months of this year, the total comes to $13.2 million, against $14.9 million in the first nine months of 1951.

The companies include those engaged in tanning, currying and finishing of hides and skins; in manufacturing finished leather products, such as shoes, luggage and handbags.

Beckwith Workers Win Wage Increase

A general three cents an hour wage increase, the maximum allowed under the present Wage Stabilization Act, is included in a new contract negotiated between officials of Beckwith Box Toe Co. in Dover, N. H., and United Shoe Workers of America (CIO).

Under the agreement, first-class skivers will be given an increase of 10 cents an hour in addition to the three-cent boost, it was announced.

Other provisions of the new contract include hospitalization, surgical and medical benefits paid by the company; two weeks' vacation with pay after five years' service; six paid holidays; overtime payment after eight hours in any one day and for all Saturday work; wage reopening clause and other standard provisions in USWA contracts.

Following approval by the Wage Stabilization Board, the general wage increase and other adjustments will become effective as of Sept. 28, 1952.

SHOEMEN TO REPORT ON EUROPEAN SURVEY

Annual Meeting To Feature Latest Findings

Newest developments in European shoemaking machinery and techniques will headline the annual meeting of the National Shoe Manufacturers Association to be held Monday evening, Oct. 27, in the Red Lacquer Room of the Palmer House, Chicago. The meeting will be held during National Shoe Fair Week.

Charles H. Jones, chairman of the Association's Technical Committee, recently returned from a tour of European shoe centers, will report on the Committee's findings.

Primary purpose of the tour, during which each member paid his own expenses, was to determine the availability of shoemaking machinery which might be purchased outright, obtain information about the producers and productivity of such machines, and study shoemaking techniques in such countries as England, Germany, France, Denmark, and Switzerland.

A feature of Jones' talk will be a pictorial presentation of items judged of greatest value and interest to shoe manufacturers.

Members of the Technical Committee have expressed surprise at the number of competent European sources available to American shoe manufacturers. In addition, they were much impressed with the production records of several machines.

Attendance at the meeting is limited to members and officials of member companies.

TANNERY OPPOSES LEATHER UNION

United Tanners, Inc., in Dover, N. H., has filed a petition with the National Labor Relations Board which would prevent International Fur and Leather Union from organizing employes of the tannery.

The tannery management contends the union is Communist-dominated, citing statements by Ben Gold, international president of the union, relative to his Communist affiliations.

The union has asked the NLRB for an election at the Dover tannery in an effort to organize the workers there.

CANADIANS HOLD BIGGEST SHOE & LEATHER SHOW

Canada's leather and shoe industry put on its biggest and most spectacular show last week as the Canadian Shoe & Leather Fair, staged Oct. 14-18 in Toronto, Ont., opened before a crowd of more than 2,000 visitors.

The Fair, housed in the enormous Automotive Building, held 142 exhibitors occupying 240 booths. Space was occupied by approximately 50 percent shoe manufacturers, 20 percent tanners, and 30 percent allied trades suppliers. A large number of visitors came from the U. S.

It was a "big" show in every respect: attendance, exhibitors, space, and above all, buying activity. The latter was in no way phenomenal, but in many instances surpassed expectations. Canadian shoe retailers, like their U. S. cousins, have been plagued by deliveries. Thus many of them came determined to get orders in early. This gave a real impetus to the show's activities.

Shoe prices almost everywhere were firm. Virtually no instance of price cuts, and in a few cases mild rises of five to 15 cents. There were reasons for this. The Canadian shoe industry is enjoying a boom year. Estimated production for 1952 is around 38,000,000 pairs, or two million beyond the previous top year, 1949, and five million above 1951, where the Canadian shoe industry felt the same slump as the U. S. shoe industry. Thus, this year's heavy output indicates the strong demand on the part of retailers, and indicates no decline in prices.

Labor Situation

Another fact for the firming up of prices is the labor situation. The new contracts come up the first of the year, will in every likelihood result in a wage boost, though only mild. For example, hourly wage rates have risen only 5 cents over the past year, are now at an average of around 87 cents, as compared with $1.27 in the U. S. Average weekly earnings in the U. S. are about $10 above Canadian levels. There are some 19,000 shoe workers employed in Canada's 274 shoe factories. The anticipated wage boosts will hardly affect shoe prices for Spring-Summer, it is expected.

One of the outstanding features of the Fair was its unique Style Show. In one sense it was a customary presentation of new shoe fashions coordinated with next season's costumes, with models parading on a runway, with explanatory matter by a fashion commentator.

However, on Friday and Saturday evening, this same fashion show was presented to the invited public—the first time in the history of the shoe industry anywhere in the world that the consumer has been invited to an advance showing of the season's shoe fashions. Response was highly enthusiastic. This has proved to be a fresh and profitable aspect of shoe promotion and public education, and a unique idea which might well be entertained by the U. S. shoe industry in its fashion presentations.

Dominant fashion theme was Coronation. The forthcoming coronation of Queen Elizabeth in England bears heavy influence in Canada, is showing up in all fashions, footwear

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NEW OFFICERS

Robert Scroggins, head of Scroggins Shoe Co., Galt, Ontario, was elected president of the Shoe Manufacturers Assn. of Canada. Other elected officers: Maurice Corbeil (president, Tetrault Shoe Co., Montreal) as first vice-president; Dominique Bertrand (Lalibertie Shoe, Quebec) as second vice-president. Pierre Brouillett is executive secretary, and Lionel Thioret, secretary.

New president of the Canadian Shoe Retailers Association is Harry B. Ferris, who replaces outgoing president Clare Collins; first vice-president is J. E. Edmondson; treasurer is Harry Young; and third vice-president is W. D. Smith.

Abbott Conway, president of Anglo-Canadian Leather Co., Ltd., of Huntsville, Ont., was elected president of the Tanners' Association of Canada. He succeeds Philip J. Duggan in this post. Charles Robson, president of Robson Leather Co., Ltd., of Oshawa, Ont., was elected first vice-president of the Tanners' Association.

Members of the board of directors are: Reinhold A. Lang, Ken L. Montgomery, George F. Fricke, J. R. Payan, E. L. Ourain and Lucien Blouin.

RAND SEES GOOD FALL & WINTER SALES

Civilian Dollar Volume Is Well Ahead

Favorable retail business conditions during the fall and winter are seen by Edgar E. Rand, president of International Shoe Company. Rand made his prediction in an address before the semi-annual sales convention of two of the company's general line divisions at Hotel Statler. Approximately 500 salesmen of the Roberts, Johnson & Rand and Peters divisions over the country attended the meeting.

International's production of civilian footwear for the first 10 months of its fiscal year—from Dec. 1, 1951, to Sept. 30, 1952—is showing a marked increase over the same period a year ago, Rand said. "We are selling approximately 45,000 more pairs of civilian shoes per day during the first 10 months than we did last year." He added that this per day increase is greater than the total daily production of all but a few shoe manufacturing concerns. International's sales of military shoes, he said, are down considerably under a year ago.

Prices Down 15%

"The company's prices," Rand continued, "are down an average of 15 percent under the same period a year ago. In spite of the fact that International's civilian sales for the first 10 months of its fiscal year are more than 10 million dollars ahead of the same period last year, the company's dollar volume is running about 6 percent behind the same period. This is due to the decrease in military sales."

Rand estimated that International's total dollar volume for its fiscal year ending Nov. 30 will be approximately 210 to 215 million dollars and that the company's deliveries for the fiscal year will show an increase of 11 to 12 million pairs, or a 25 to 28 percent increase.

While European shoe manufacturers enjoy considerably lower labor costs than American companies, productivity is considerably higher in the United States, Byron A. Gray, chairman of the board, declared. Gray has recently returned from a visit to a number of European countries as a member of a committee of the National Association of Shoe Manufacturers to study European shoe production methods.

L & S Special Report

EXPORT OF HIDES TO SOVIET STILL AN UNSOLVED MYSTERY

A crazy-quilt pattern of economic warfare turns up strange facts today about exports of hides and skins to the Soviet and to the areas it controls.

Thus, Mexico is said to be curbing exports to Russia.

Egypt, too, is holding on to what shoes and leather she has, but there's no evidence this is to keep them from the Soviet.

The Philippines lets out hides and skins, but under license only.

Indonesia and Afghanistan, however, ship out hides and skins directly to the Soviet.

Exactly what the United States does is about as clear as who is going to win the next presidential election.

These facts are set out today with the release of a report on administration of the Battle Act, designed to keep strategic and war materials from the Soviet. The U. S. is expected to take steps on its own to do this, and to use the foreign aid program to persuade other countries to do the same.

Varied Policies

Just what the results are is seen in the fact that the above countries—all receiving U. S. foreign aid of one sort or another—are following different policies.

Exactly where hides and skins stand in the order of strategic importance of commodities, as the U. S. sees it, is not clear. Certainly, they are not near the top of the list.

Thus, the new government report discloses two lists of items which may not be exported to the Soviet. European countries shipping them stand a chance of losing U. S. foreign aid.

The first list covers atomic weapons, the materials needed to make them, and other direct ammunition items. The second pertains to machinery and petroleum but carries no hint of anything like leather and shoes, hides or skins. A government official said these are not on the list.

A third list exists, however, containing items of "secondary strategic importance," which "should be controlled" to the Soviet. Just what is on the list, the government is not saying. If anyone ships them on, however, there is, apparently, no penalty. Some "raw materials" are on the list, but if these include hides, it's hard to say.

A query to those who put out the report on the Battle Act turned up evasive answers, referrals to at least six other persons, and, finally, a statement that the matter is "confidential."

On the other hand, the government says, by press releases, that it is curbing exports of hides and skins, and certain other products, from the U. S. to the Soviet area by licensing. The Office of International Trade of Commerce handles this.

Adding everything up, the situation seems something the hide and skin, leather and shoe industry might want to consider more closely.

Represents Canada

Reinhold Lang, executive vice president of Lang Tanning Co., Kitchener, Ont., Canada, who has been named to the board of directors of Leather Industries of America. He represents the Canadian tanning industry. A third-generation tanner, Lang has long been prominent in the industry. His intimate knowledge of Canada's leather problems is expected to prove invaluable in the extensive promotional and advertising program which Leather Industries is launching over Canada.

NO MORE TREES

Ever since man took to shoes, he has been gradually growing longer second toes, according to Dr. J. Leslie, a foot specialist who hails from Wellington, New Zealand.

The doctor explains that primitive man had a fairly long second toe and a very large big toe that worked in the opposite direction, permitting him to grasp branches with his feet. Modern man, even were he to discard his shoes, would have a difficult time swinging by his feet from tree to tree, says Dr. Leslie.

BEST MACHINERY HERE, SAYS U. S. SHOEMAN

Urges Caution on Foreign Machines

U. S. shoe manufacturers should "See America First" when it comes to shoe machinery, according to B. W. Leslie of Golo of Dunmore, Dunmore, Pa., shoe manufacturers.

In a letter addressed to the National Shoe Manufacturers Association, Leslie urged caution in the current program to bring foreign-made shoe machinery to U. S. factories.

"I certainly do not believe we should stick our heads in the sand and overlook the international field," said Leslie. "Yet, I cannot restrain my feelings against the over-publicity and the attempt to color the possibilities of foreign machines. If foreign machines are so good, maybe the retail field will start a move to propagandize the "good" foreign shoes. That certainly would start us running to Washington for help to keep out shoes produced by low labor."

Pointing out that so-called "Yankee Ingenuity" made the machines that make it possible to make shoes for a nation that outproduces the world in footwear, Leslie said he would like to take advantage of some of the newer American machines "which are being introduced very rapidly and successively by several American companies."

Poor Selling Job

Leslie said he had visited countless U. S. shoe factories where second-hand, rebuilt and outmoded machinery is in use. " 'See America First' is a good slogan and I believe it applies to machinery as well. There are savings to be made with American shoe machinery . . . shoe machinery manufacturers have done a poor job in selling their equipment . . . I urge you besiege our own machinery people to 'get on the ball' and bring the (shoe) industry up to date on what is available.

"I don't want to try to compete with European shoe manufacturers. I like steak—big juicy ones. I am content to let the other fellow eat too —because he buys my shoes and doesn't tell me my price is too high nor threaten me with European competition. Whatever they can do in Europe, we can do better—and in the end, cheaply enough to be available to the great American public."

Powell Joins Hide Bureau In Chicago

Cecil E. Powell, veteran hide executive, has announced his retirement from Armour & Co., Chicago, in order to join the new Tanners' Hide Bureau office in Chicago as assistant to Lewis B. Jackson.

Powell, who has had more than 41 years of service with Armour, has been in the Chicago office since 1938. He was Traveling Supervisor of Hides, Skins and Pelts in the Production Control Department at the time of his retirement and has been in charge of all Armour's U. S. hide houses and cellars.

The Tanners' Hide Bureau has been set up by the Tanners' Council as a Chicago branch. It will be located at Room 2236, 221 North LaSalle St.

No successor to Powell has been named at Armour & Co. as yet.

NEW NILES PLANT GEARS UP

The new Niles Shoe Products Co.'s factory at Elkhorn, Wis., shown above, is gradually gearing up to full production of a line of all leather items. Under the direction of M. L. Niles, the 134,000 sq. ft. plant is an addition to the Van Horne-Kaestner Leather Co. of Milwaukee. Production started May 1st and according to Mr. Niles another year should see the machines running at full speed.

Pennsylvania Group To Hold Annual Banquet

The Central Pennsylvania Shoe & Leather Association has scheduled its 15th Annual Banquet to be held Wednesday evening, Nov. 12, at the Penn Harris Hotel, Harrisburg, Pa.

The group, which includes members from the nation's leather and shoe centers, particularly Massachusetts, Pennsylvania, Maryland and New York, is headed by L. H. Spahr of Willits Shoe Co., Halifax, Pa.

The event will begin with cocktails from 5:00 to 7:00 p.m., followed by dinner at 7:30, entertainment and speaker. John Hungler of Armour Leather Co.; Harry Snayberger of Walkin Shoe Co., Schuylkill Haven, Pa.; Gene Dellinger of Dellinger Sales Co., Reading, Pa.; Clyde Gerberich, Jr., of Gerberich-Payne Shoe Co., Mt. Joy, Pa.; and L. H. Spahr will handle details of the gala affair.

Officials of the majority of the industry's trade organizations are also expected to attend.

AUGUST SHOE PRODUCTION UP 8% OVER LAST YEAR

Production of shoes and slippers during Aug. 1952 totaled 46,552,000 pairs, a gain of eight percent over the 43,234,000 pairs reported in Aug. 1951 and fully 21 percent over July 1952 output of 38,520,000 pairs, the Census Bureau reports.

Increases over Aug. a year ago were listed in all shoe categories excepting men's and "other footwear." The decline in men's was only two percent with 8,986,000 pairs reported in Aug. '52 against 9,156,000 a year ago. Men's output in July '52 was 7,256,000 pairs, fully 24 percent below Aug. '52 output.

Women's shoe output in Aug. this year amounted to 21,910,000 pairs, 10 percent above the 19,862,000 pairs produced in Aug. 1951 and 19 percent above July 1952 output of 18,385,000 pairs.

Other gains were reported as follows: youths' and boys', 1,949,000 pairs, up 33 percent over Aug. 1951 output of 1,468,000 pairs and 31 percent above July 1951 output of 1,485,000 pairs; misses', 2,766,000 pairs, up 15 percent above both Aug. 1951 and July 1952; children's shoes, 2,369,000 pairs, up 14 percent above Aug. 1951 and 11 percent above July 1952; babies' shoes, 1,098,000 pairs, up 10 percent above Aug. 1951 and 14 percent above July 1952.

Athletic shoes were reported at 234,000 pairs in Aug. 1952, a gain of 38 percent over the 169,000 pairs reported in July and 18 percent above the 198,000 produced in Aug. 1952. Slippers for housewear totaled 5,249,002 pairs in Aug. 1952, 29 percent above the 4,070,000 pairs reported in July and three percent above Aug. 1951 output of 5,091,000 pairs.

Footwear shipments during Aug. 1952 totaled 49 million pairs valued at $180 million, an average value per pair shipped of $3.66. In July, average value was $3.52 as compared with $4.15 in Aug. 1951.

SHOE PRODUCTION ANALYZED

Kind of footwear	Production (thousands of pairs) August 1952	July 1952	August 1951	Percent change August 1952 compared with July 1952	August 1951
Shoes and slippers, total	46,552	38,520	43,234	+21	+8
Shoes, sandals, and playshoes	40,703	33,946	37,532	+20	+8
Men's	8,986	7,256	9,156	+24	—2
Youths' and boys'	1,949	1,485	1,468	+31	+33
Women's	21,910	18,385	19,862	+19	+10
Misses'	2,766	2,406	2,410	+15	+15
Children's	2,369	1,987	2,070	+19	+14
Infants'	1,625	1,466	1,564	+11	+4
Babies'	1,098	961	1,002	+14	+10
Athletic	234	169	198	+38	+18
Slippers for housewear	5,249	4,070	5,091	+29	+3
Other footwear	366	335	413	+9	—11

Hygrade Buys Control of Kingan

Control of Kingan and Co., leading Indianapolis, Ind., packing firm, has been acquired by Hygrade Foot Products Corp. of Brooklyn, N. Y., for $7 million, according to an industry report.

Formalities for the cash deal by which Hygrade acquired control of the 100-year-old packing firm, valued at $25 million, were completed this week at the Fidelity Union Trust Co. in Newark, N. J.

Hygrade, with home offices in Brooklyn and a division in Newark, thus becomes the fifth largest meat packer and meat products distributor in the country.

Identity of Kingan as a separate firm will be continued and the operation and selling organization will function as usual, according to Samuel Slotkin, Hygrade chairman of the board.

INTERNATIONAL SHOE BORROWS $30 MILLION

Company Plans Widespread Expansion

International Shoe Company, St. Louis, has completed arrangements for a private placement loan of $30,000,000 at three and one-half percent (3½%) for 30 years, Edgar E. Rand, president of the company has announced. Rand said that the loan, made by three insurance companies, will serve these four purposes: provide additional working capital, funds for plant expansion and further development of International's subsidiary—Shoenterprise Corporation — and minimization of short-term borrowing.

Growth Strengthened

"International's position for continued growth has been greatly strengthened by this private placement loan," Rand said, "because the net cost of borrowed capital after taxes is only about one-third as much as the payment for capital in the form of common stock.

"Two unprecedented factors existing today place an all-common-stock type of capitalization at a peculiar disadvantage. One of these factors is the extremely high corporate tax rate under which the government is a major partner in earnings with a take of 52 to 70 percent. The other is the artificially low interest rates maintained as a matter of government policy.

"Under these conditions — and there is little prospect that they will change substantially — all payments for the use of capital, under an all-common-stock type of capitalization, must come from what remains of earnings after paying the government 52 to 70 percent, while payment for use of borrowed capital, at artificially low interest rates, is out of earnings before taxes.

"The result is that the net cost of borrowed capital after taxes is only about one-third as much as the payment for capital in the form of common stock."

Rand said that International Shoe Company requires additional working capital because of increased volume of business and "the post-war inflated level of prices which appears to have been established as more or less permanent."

A substantial portion of funds for plant expansion, he added, will be invested in production of rubber and other synthetic materials.

"We plan further development of our subsidiary, Shoenterprise Corporation," he continued, "which during the past two years has diverted a portion of our working capital into long-term financing of independently-owned retail shoe stores. This successful venture will be expanded.

"Short-term borrowing which has been done by the company during recent years to meet seasonal peaks in accounts receivable will, for the time being, be minimized as a result of this loan."

— END —

• **Eby Shoe Corp.,** Ephrata, Pa., shoe manufacturer, has opened a New York sales office in Room 465 in the Marbridge Building.

LOVELY HILLBILLY GETS SHOED

Dorothy Shay, the Park Avenue Hillbilly of the entertainment world, gets "shoed" by John Justin, Jr., president of H. J. Justin and Sons, Inc., during a visit to the cowboy boot factory. Despite rumors linking them romantically by columnists Walter Winchell and Dorothy Kilgallen, both Miss Shay and Mr. Justin claim this "shoeing" was strictly business.

BAREFOOT CURE-ALL

Although the National Safety Council frowns on the summer custom of driving cars barefooted, other "authorities" now prescribe removing the shoes as a cure for fatigue, nervousness and tension.

Dr. Granville Fisher, a psychologist, now invites his house guests to take off their shoes so they may relax and feel at home. Another doctor recommends the barefoot cure for aching limbs, insomnia and a few other common ailments.

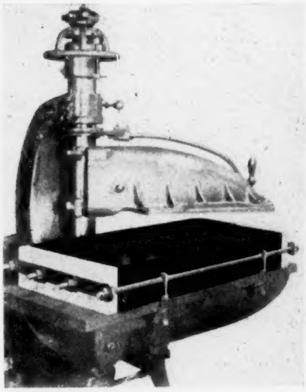
These and other doctors point to the Oriental custom of wearing shoes only for rough roads and long trips. However, the doctors neglected to mention that the average Oriental in this category rarely is able to buy more than two or three pairs of shoes in a lifetime.

Another indication of barefoot comfort, the doctors say, is the feminine practice of removing shoes in the movies. Milady, they say, is well aware of the special flavor that life has for the shoeless.

NEW CUTTING BLOCK

Remington Products Co. of Akron, O., is offering a new five-inch thick cutting block which the company claims provides the answer to many cutting problems.

Known as Super-Duty Remblock, this unusually-deep cutting base is made of a combination of rubber and plastic which produces a cutting surface of extreme durability and "self-healing" qualities. It is a companion block of Remboard, a one-inch thick cutting block.



Although the Super-Duty Remblock is firm enough for the cutting of light metals, it has a resiliency that gradually "heals" over indentations made by cutting tools. As a result, it wears evenly and smoothly.

The block is complete in itself and does not have to be cemented to another surface. It can be installed quickly and is reversible.

Remblock will fit any clicking or dinking machine and can also be used as a surface for hand-cutting with a mallet. It is available in five standard sizes: 18″ by 36″, 16″ by 36″, 20″ by 40″, 14″ by 48″, and 20″ by 20″. Additional data and complete literature are available on request.

Texas Tannery Now Among Nation's Largest

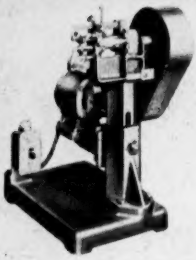
Texas, which abounds in size, now has another claim along this line. Located in San Antonio is a tannery which, Texans say, is the largest in the state and ranks third or fourth in the entire nation.

Nelson Tanning Corp., the tannery in question, has been turning out sheep leathers in San Antonio since Sept. 1946. Today, it employs a force of 200 production workers, processes some 25,000 to 26,000 lambskins a month, and does an annual business volume of $1,500,000.

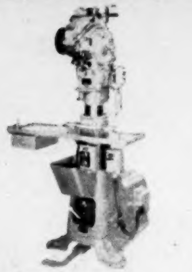
Founders of Nelson Tanning Corp. are Bernard C. Nelson, now executive **vice president**; and Frank Suttie, secretary-treasurer, both of whom were formerly employed with Winslow Bros. and Smith Corp. when the latter was operating its Norwood, Mass., tannery. Nelson was previously in charge of the Winslow shearling division.

When Nelson and Suttie decided to go into business for themselves, they chose Texas because of its proximity to the sheep-raising markets. Biggest part of their business today, about 75 percent, is in processing and dyeing fine wool skins to be used in "Mouton" coats. Other skins are made for jacket and boot linings.

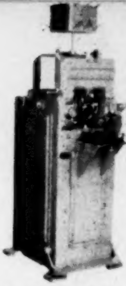
● Three **bankruptcies** were reported in the Canadian leather and leather products industry during the second quarter 1952 with liabilities totaling $124,000. This compares with one such failure with liabilities of $122,000 in the same period of 1951 and four bankruptcies with liabilities of $457,000 in the 1950 period.



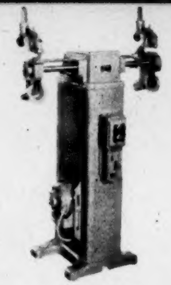
USMC Fibre Trimming — A



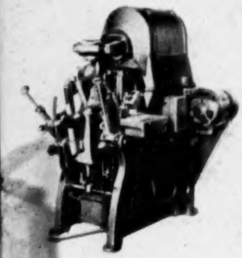
Goodyear Inseam Sewing — B



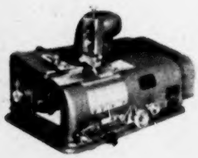
USMC Toe Lasting — C (for flat lasting)



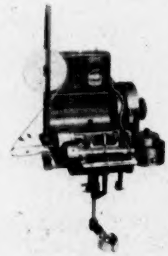
USMC Upper Roughing — E



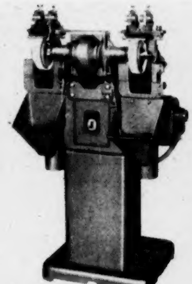
Goodyear Sole Leveling — B



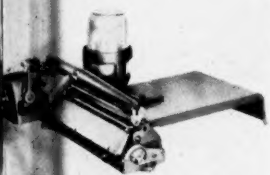
Pluma Skiving — O



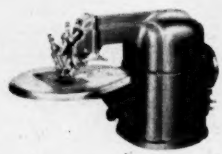
USMC Eyelet Stay Cementing & Applying — A



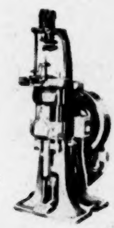
USMC Heel Scouring — AA



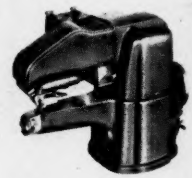
USMC Cementing — F



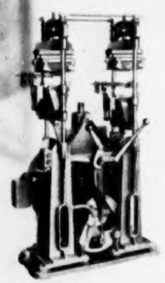
Rapid Folding — J



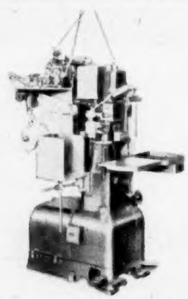
USMC Drive Screw Inserting — A



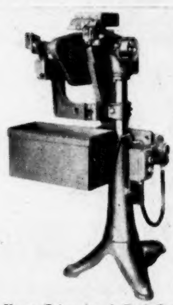
USMC Thermo-Cementing & Folding — A



Unishank Moulding — B

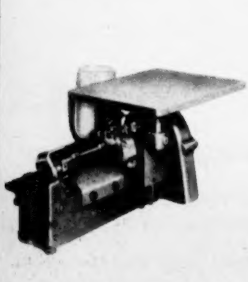


Goodyear Insole Rib Attaching — A



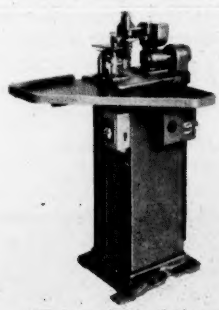
USMC Upper Trimming & Tack Pulling — B

USMC Sole Edge Inking — A



Goodyear Insole Cementing — A

USMC Automatic Edge Trimming — A



USMC Automatic Edge Setting — A

USMC Automatic Edge Inking — A


Last Operating — A
Heel Seat Rough Rounding — D
Goodyear Welt Butting & Tacking — B
Upper Reinforcing — A
Wood Heel Nailing — C
36 new machines in 5 years
This accomplishment, within the past five year period, is the result of United's continuing research program directed toward the further advancement of shoemaking.
Like all United machines, their production efficiency is maintained by a trained service organization and by supplies of replacement parts located in the various shoe centers.
UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS
Cement Sole Attaching — C
Goodyear Sole Laying — A
Goodyear Welt Indenting — C
Breast Leaf Splitting — A
Twin Edge Setting — F
Goodyear Outsole Stitching — A
Sewed Seat Lasting — A
Insole Heel Seat Trimming — A
Goodyear Insole Laminating — A
Wood Heel Attaching — B
Tack Detector — A

Boston Fire Fatal To Shoe Company Worker

A sudden fire which broke out Wednesday morning, Oct. 8, in the C. & S. Shoe Co. office, located at 107 South St., Boston, proved fatal to Louis Tarsis, 65, of Boston. Tarsis, who along with Hyman Covell, proprietor of the shoe firm, lingered to fight the flames, was overcome by smoke and died before he could be rescued.

Employes of other shoe and leather firms in the building and nearby were forced to evacuate their offices for several hours until firemen succeeded in bringing the blaze under control. Damage has not been estimated.

OPS Files Suit Against Craddock-Terry

A suit for treble damages has been filed by the Federal Government against the Craddock-Terry Shoe Company, shoe manufacturers, of Lynchburg, Va., on an allegation that the firm had been charging above-ceiling prices for scrap leather since October 12, 1951.

The suit was filed October 10 on behalf of the Office of Price Stabilization in the Federal District Court in Lynchburg by Murray A. Foster, special assistant to the United States attorney.

The action was believed to be the first of its kind brought in Virginia. Earlier suits brought by the price stabilization agency had been in injunctions—court orders to restrain defendants from violating price stabilization regulations.

The Oct. 10 suit did not specify the amount of money sought by the government. The complaint asked that the amount of the alleged overcharges be determined by the court.

Sells "Selling"

William H. Gove, sales development manager of Minnesota Mining & Manufacturing Co., St. Paul, Minn., who is accompanying seven other American business executives now on "operation enterprise" in Europe. The group will discuss selling as a key factor in a competitive economy in visits to Sweden, Finland, Norway, Denmark, Holland, Belgium, France and Great Britain. Purpose of the trip, as announced by National Sales Executives, Inc., sponsor, is to emphasize that mass production and productivity are never enough, "that prosperity and employment depend on sales, advertising and creative selling to maintain and expand our free economy."

MILITARY BIDS AND AWARDS

OPEN LEATHER BIDS

Twenty-two leather firms submitted bids at the opening of Army Invitation QM-30-280-53-279, calling for eight leather items. There were four low bidders in the eight categories, with prices quoted FOB Destination to the Transportation Officer at the St. Louis Medical Depot in St. Louis, Mo. Four low bidders follow:

Brindis Tanning Co., Haverhill, Mass., submitted the low quotations for items 1, 2 and 3; 1) 700 skins of black El Morocco sheepskin tooling leather at .1824; 2) 600 skins brown tooling leather at .1824; and 3) 850 skins of black sheepskin lining skivers at .1324; 60 days acceptance, 2% in 20 days.

J. Lichtman & Sons, Newark, N. J., was low bidder on items 4 and 5—russet case leather; the firm offered 1,140 sides 3 to 3½ oz. at .36; 636 sides 5 to 6 oz. at .43; 15 days acceptance, net.

Textan of Yokum, Yokum, Texas, was low on item 6—2,400 pieces of 12 iron heavyweight sole leather finders at 70c. a piece; 60 days acceptance, net.

A. L. Gebhardt Co., Milwaukee, Wisc., turned in the low bids on items 7 and 8—100 backs of chrome-tanned leather lace, 6 to 7 oz. at .665; and 144 backs of russet leather strap, 7 to 9 oz. at .66; 15 days acceptance, net.

Shoe Machinery

October 29, 1952—ASTAPA-30-352-53-3—three shoe machine items FOB destination; 1) 5 each shoe stitching machine, heavy duty, 220 volt, 60 cycle AC; delivery, 3 each during December 1952 and the balance during January 1953; item 2) 3 each shoe finishing machine, 220 volts, 60 cycle AC; delivery during January 1953; item 3) 4 each stitching machine, heavy duty, 220 volts, 60 cycles AC; Jan. 1953 delivery; all items to be shipped to Transportation Officer at the St. Louis Medical Depot; Opening, New York, 11 a.m. This procurement for the Armed Services Medical Corps.

Heads Compo Office

Robert W. Long, who has been named manager of Compo Shoe Machinery Corp.'s new Canadian office located at 432 West Ontario St., Montreal, Quebec. The office will serve as headquarters for Compo's Canadian affiliate, Compo Shoe Machinery Corp. of Canada, Ltd. Formerly assistant district manager of Compo's Maine office, Long will be in charge of all sales and services in Canada. He has been associated with the corporation for the past 10 years.

• Norton Aronson and Alfred Schwartz, formerly with Paramount Fabrics of Montreal, have announced the opening of **Bristol Fabrics of Canada, Ltd.,** with sales offices and warehouse facilities at 426 McGill St., Montreal. The new firm will carry a complete line of shoe fabrics and soling materials.

• **William L. Gillespie** has been appointed field salesman in the Chicago and Midwest territory for Hooker Electrochemical Co. of Niagara Falls, New York.

• **Ken Stevens** has resigned as supervisor in the bootmaking unit of R. P. Hazzard Co., Augusta, Me. John Petrocy is now associated with Hamilton Shoe Co., St. Louis. He was formerly associated with I. Miller and more recently with Town & Country Shoes.

• **Irving Pichel,** of Pichel, Inc., has been elected president of the National Authority for the Ladies' Handbag Industry, trade association for handbag manufacturers.

• Election of two new vice presidents has been announced by Dr. Wm. M. Scholl, president of The Scholl Mfg. Co., Inc., Chicago. They are **G. C. Brons,** named vice president in charge of purchasing; and **J. A. Hill,** vice president in charge of manufacturing.

• **Edward V. Graney,** president of the National Association of Women's & Children's Apparel Salesmen, has taken over presidency of the Bureau of Salesmen's National Associations. He succeeds Keith E. Pickrell, president of the National Shoe Travelers' Association, member of the Bureau.

• **James W. Byron,** executive of General Shoe Corp., Nashville, Tenn., guest speaker at the first fall meeting of the Delaware Valley Tanners Club. The meeting was held Oct. 9 at Kugler's restaurant in Philadelphia. Byron discussed shoemaking problems and raw materials.

• **George Victor** has resigned from Victor Bros., Inc., of New York to accept an executive position with H. Remis & Co., Peabody, Mass., tanner.

• **Leo Resnick** is now with Chesterfield Shoe Corp., New York City, as fitting room foreman.

• **Wallace H. Benton** has been promoted to general sales manager of Selby Shoe Co., Portsmouth, O. He succeeds William F. Hooley, Sr., who continues as vice president in charge of style improvement and merchandising coordination.

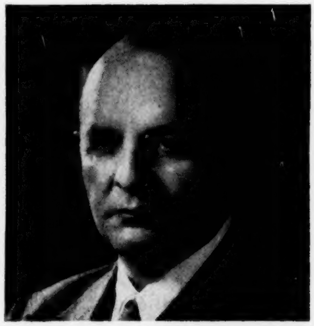
• **James T. Brennan** has been named St. Louis sales representative for E. Hubschman & Sons, Inc., Philadelphia calf tanner. Brennan had previously been associated with H. C. Korndoerfer & Co., St. Louis leather distributor handling Hubschman and other lines.

• **John H. Gibbs** has been appointed sales and advertising manager for C. S. Pierce Co., Brockton shoe findings firm. Gibbs formerly operated his own firm in Boston and had been associated with U. S. Corp. and Cincinnati Shoe Corp.

• **Carroll H. Conner,** former general manager of Stone Shoe Co., Cleveland, O., has been elected president and a director. Mrs. Alice B. Roberts, who succeeded her husband, J. H. Roberts as president, is now vice president and treasurer.

• **Francesca Kilpatrick** has resigned as fashion coordinator of Samuels Shoe Co. in St. Louis, it is reported.

• **Si Bland** has been appointed general manager of the Roberts, Johnson & Rand sales division of International



Si Bland

Shoe Co., according to Edgar E. Rand, president. He succeeds **Frank Freund,** who retired Oct. 15 after having been with the division since 1917, the past five years as general manager. Bland has been with Roberts, Johnson & Rand in a variety of executive positions since 1924. He is a past president of the St. Louis Shoe Manufacturers Association. His successor as sales manager of the southern division has not been named as yet.

• **John J. Toole** has been appointed sales manager of the new Cotillion Footwear division of Consolidated National Corp., Boston.

• **Murray Barron,** stitching room foreman, has joined the staff of Kleven Shoe Co., Spencer, Mass. shoe manufacturer, it is reported.

• **Benjamin Neufeld** is now with Stepping Stone Shoe Co., Williamsport, Pa., as fitting room foreman, it is reported.

• **Dana Lamb** has retired as traffic manager of Fred Rueping Leather Co., Fond du Lac, Wis., after 58 years of service with the tanning firm. He has also been a member of the Tanners' Council Industry Traffic Committee for many years.

CANADIAN SHOW

(Concluded from Page 43)

included — and even more strongly this popular theme is being embraced in the U. S. Moreover, in Canada the Coronation theme stresses authenticity of coats-of-arms with much greater emphasis than in the U. S.

Another revealing aspect of the Canadian Fair was the special organizational group set up — the Allied Trades Division of the Shoe Manufacturers Assn. This group of suppliers is now embodied as an integral part of the industry, rather than a segregated group. This is reported to be working to mutual advantage. The shoe manufacturers expressing their needs and ideas, many of which are translated into actual products by the Allied group, thus creating a more effective coordination of planning.

Over-all, many of the Canadians—all branches of the industry — expressed amazement at the size and scope of the Fair. There had been some uncertainty that such mass co-operation could create this show—that is, its encompassing program and active participation. Attendance, too, was uncertain. But the response was something heretofore unseen in Canada. The entire feeling was summed up in one comment: "This only goes to prove we don't know our own strength."

Retailers report high confidence for Spring shoe business — a degree of confidence not experienced for some time. The rate of shoe sales over past months has been excellent, has placed retailers in a good liquid cash position which, combined with the "mood" of confidence, spelled a high level of bookings at the Fair. It is not a boom in the full sense, but merely a sign of wholesome good health which has given a solid underpinning to the entire shoe and leather industry in Canada.

- Biggest display of the Shoe & Leather Fair was that of American Biltrite Rubber Co. This display, over 12 feet long and all in a single unit, weighed three tons, was hauled by freight flatcar from New York. From Toronto it will go to Chicago, for the National Shoe Fair.

- Smallest display belonged to Pawling Rubber Co., consisting of special rubber "plugs" for lasts, and all carried in one's pocket.

- For the first time in Canadian shoe annals a special detective agency was set up to prevent "shoe style theft" in the open booths of the shoe manufacturers. Anyone caught sketching shoes—thefting designs—was apprehended by detectives.

- The Fair housed the largest display of shoe machinery ever placed on exhibit for the Canadian shoe industry.

- A special "shoe museum" was set up to be viewed by members of the industry and the public alike. Some of the shoes dated back to 1820. By contrast, some of the new styles shown at the show were still on the lasts two days before the opening of the Fair. This was a remarkable contrast between the old and new.

- The Sidcap Shoe Co., Penetang, Ontario, gave away tickets for which the prize was a 1917 "hotrod" car. The Canadian highway officials had to provide "special dispensation" to give the car a license and allow it on the roads because of its age—though it was in excellent running order.

LEATHER MARKETS MODERATELY BUSY AS HIDE MARKET READJUSTS

Easier Undertone In Some Hides Not Yet Evident In Leather Sales

Best business still in sides and kips. Kid does well. Calf steady but activity slackens due to price situation. Sole fair.

Sole Leathers Same

Not much change in Boston sole leather markets, say Boston tanners. This means new business not all it could be; actually most tanners disappointed by lack of activity at this time. Tanners especially feel bite of less and less business from makers of cheaper-grade shoes who are interested mainly in keeping prices down.

Good heavy bends still in demand, bring 54-55c for 10 iron and up. Other weights as listed in past month or so: light bends bring 70c and down, mediums 62c and down, 9/10 irons 56c and below. Tanners may make a few concessions here and there to keep leather moving but profit margins allow them little leeway.

Sole leather tanners of Philadelphia say things going along well. Only weak spot is in findings but, in some instances, even findings are selling. Factory bends very good. Heads remain good. Bellies described as "so-so." The prices are still the same—the hide market has been steady and the leather market, as a result, is also quite steady.

Sole Offal Spotty

Sole leather offal tanners and dealers in Boston report little change from week ago. Bellies continue to find fair amount of business at 23-24c with better grades bringing up to 25c in some instances. Similarly, double rough shoulders draw good buying interest up to 52c for better grade lights.

Single shoulders very quiet. Prices all over the lot. Heads have hard time selling as high as 15c. Fore shanks slow at 13-16c, hind shanks slow at 18-20c.

Calf Moderate

Calf leather tanners still find they are not as active as hoped. Despite good demand for both men's and women's calf, and predictions of a busy spring, price situation keeps shoe manufacturers from plunging. Quite a few have turned to kips which can be bought well below calf.

Demand for better grade calf leathers continues good. With prices stabilized for moment at least, and calfskins unchanged since last boost,

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM)	85-1.05	80-1.00	80-1.00	1.18-1.35
CALF (Women's)	80-95	70-93	70-1.00	1.15-1.30
CALF SUEDE	85-1.05	80-95	80-1.10	1.30-1.40
KID (Black Glazed)	75-90	75-90	70-1.05	80-1.25
KID SUEDE	80-92	80-92	70-95	70-1.02
PATENT (Extreme)	54-58	54-58	55-80	70-86
SHEEP (Russet Linings)	17-28	17-28	16-30	20-35
KIPS (Combination)	50-55	48-58	60-63	....
EXTREMES (Combination)	47-50	46-54	58-60	....
WORK ELK (Corrected)	36-44	36-46	50-60	68-73
SOLE (Light Bends)	68-70	67-70	83-90	1.02-1.08
BELLIES	23-25	24-25	35-45	64-68
SHOULDERS (Dble. Rgh.)	50-53	50-53	75-80	93-1.02
SPLITS (Lt. Suede)	34-37	34-38	36-41	40-45
SPLITS (Finished Linings)	21-23	21-23	20-25	26-30
SPLITS (Gussets)	16-18	16-18	21-26	....
WELTING (½ x ⅛)	7½	7½	12½	13½
LIGHT NATIVE COWS	17½-18½	17½-18½	28-28½	41

All prices quoted are the range on best selection of standard tannages using quality rawstock.

tanners are getting up to 4-5c above former prices. Men's smooth leathers bring about $1.05 and down for best grades; volume in midde 80's. Women's weights at 95c and below with better business at 80c and down. Suede still listed at $1.05 and below —volume below 90c.

Sheep Unchanged

Boston sheep leather tanners plug along as in recent weeks. Sheep remains one of steadiest of leather markets with tanners pinched on one end by steadiness of pickle skin prices, on the other by some price resistance from buyers. On the whole, sheep business much improved over last year.

Russet linings bring 24c and down with boot linings at this level, shoe linings moving best at 14-18c. Colored vegetable linings bring 22-24c, chrome linings 27c and down. Garment suede still does well at 30c and below; garment grain lags in low 20's.

Sides Active

Side leather tanners in Boston report fairly good activity this week. A good amount of kip continues to sell as some shoemen turn from calf. Sides also wanted with prices remaining on level of past few weeks. Tanners still say unexpected strength of hide market prevents them from lowering current leather lists.

Better grade chrome corrected kip sides bring 56c and down for HM weight, about the same for corrected vegetable kips. Combination-tanned kips, 4-4½ oz., around 54-55c although some tanners list them a cent or two higher.

Combination-tanned extremes, 4-4½ oz., bring about 50c and down. Chrome-tanned extremes listed at 45c and below. Work shoe retan still at 41-42c and below.

Splits Good

Continuing good business reported in Boston splits market. Best activity in heavy suede splits which continue to sell for 44c and down. Women's weight suede splits not quite as active at 37c and below. Lining splits fair enough at 21-23c level. Gussets not too active.

Patent Big

Patent leather tanners in Boston report heavy sales activity continues. Black patent still a big thing and tanners cannot keep up with demand. Best grade patent extremes bring 56-58c and down. Large leather listed at 42c and below. Patent kips bring 81-82c and down but best business here in middle 60's.

Belting Active

Belting leather tanners of Philadelphia report business can be described as excellent. Heavies sold up currently, mediums and lights sold today for six-week delivery. The only weight lacking real demand is the extra-light.

Prices still unchanged since market has been holding steady. Tanners say that they haven't made any price changes for over a month. Shoulders well sold up. Curried shoulders in excellent demand.

Curriers say business remains satisfactory. Main bulk of orders still from the South. The Middle West has not picked up much and the North East none at all. The question is, how long will the good demand from the South continue?

Only drawback is that the curriers finding it difficult to buy medium and light weights. Even heavies are not around in any surplus amounts. Curriers say that their prices are still within the range published—with most tanners not making any changes at the present.

Kid Good

Kid leather tanners of Philadelphia report black suede holding up far beyond expectations. Many now feel there is a good possibility for the demand to continue right through until spring. Tanners say that they are managing to fill orders if the buyers are willing to wait.

White suede showing some signs of activity. Tanners report considerable activity in glazed in blues—some blacks. Some find demand in white glazed also. The interest in colors does not seem to have permeated the entire industry — many tanners are not involved beyond a variety of blues.

Slipper leather remains slow. Linings about at the same level of activity. Nothing reported in satin mats. Most tanners report no business in crushed. A few still find a market for their product.

Average prices quoted:

Suede 32c-92c
Glazed 25c-92c
Linings 25c-60c
Slipper 25c-60c
Crushed 35c-75c
Satin Mats 69c-1.20

Garment Better

Some re-ordering of garment leathers reported within the past week as buyers cover needs for making finished coats and jackets still to be delivered for the coming Xmas and Winter season. Difficult to determine whether the volume of such business booked by tanners would reach a substantial total. Manufacturers placed their volume orders earlier for the Fall and Winter runs and have been taking in steady deliveries of this leather. Re-ordering of additional supplies in certain instances attributed to previous purchases kept on a too conservative basis.

Fair amount of business in horsehide garment leather on the unchanged basis of 38c and down for good tannages. Sheepskin garment leather also has had some call and better tannages of suede continue to bring 30-32c and down with a fair volume of regular lots of tannery run going at 28c and down. Grain finish garment leather of best tannages are still listed at 28-29c and down but most recent business at 26c and even less in some instances.

Bag, Case and Strap Same

Some business still being done. While some orders are of a specialty nature, sellers seem ready and willing to fill requirements at the going prices. Little change from a price standpoint. Efforts to buy for less usually meet resistance as tanners and jobbers find replacement costs virtually eliminate any margin to make concessions.

Case leather still has some call around last quoted prices, 2½ ounce being listed at 48c and 3 ounce around 52c. Russet strap leather sold from time to time and Grade A is quoted at 55-58c for 4/5 ounce, 57-59c for 5/6 ounce; 59-61c for 6/7 ounce; 61-63c for 7/8 ounce; 63-65c for 8/9 ounce; 66-68c for 9/10 ounce and 69-71c for 10/11 ounce. "B" grade continues quotable around 4c less and "C" grade an additional 4c less. Colors still bring a premium of 2c over russet and black has had some call of late. Glazed finish brings a premium of 3c over russet.

Work Glove Same

Market for work glove leather remains about unchanged with sellers still rather firm in their ideas. Some business booked here and there but volume has not been outstanding. Orders placed in most instances have been of a routine character as buyers sought to keep a steady flow of supplies coming forward.

Meanwhile, producers have found raw material markets holding steady in the past several weeks and have had little inducement to change lists on leather one way or another. LM weight work glove splits quoted unchanged with No. 1 grade at 14-15c, No. 2 grade at 13-14c and No. 3 grade at 12-13c. M weight alone is quoted up to 16c for No. 1 grade, 15c for No. 2's and 14c for No. 3s.

Glove Leathers Mixed

Glove manufacturers working against time to get out their orders. Lack of competent help is hampering production. Hundreds of glove workers have abandoned the industry for jobs in near-by defense plants.

Price still the prime mover of leather. Cabrettas quoted at 75c, 70c, 65c, 57c, 47c, 37c and 27c by one leading producer. The two low grades sell well but any grade above 37c is hard to move. Pigskins from 90c down move fairly well but the edge is off. Still a good demand for Iranians at 25c, 21c and 18c. Domestics at the same prices can also be moved.

Belated demand for men's grey suedes, domestic type, at 34c and 28c. Imported varieties quoted from 60c down but the demand is light. There is no call for ladies' suedes.

Tanning Oils Steady

Tanning Oils market continued in a steady position this week and prices were unchanged.

Tanning Materials business not too active as buying interest lagged. Prices firm. Tanning Extracts unchanged.

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	$70.00-$72.00
Wattle bark, ton ... "Fair Average"	$103.00
"Merchantable"	$ 98.00
Sumac, 28% leaf	$115.00
Ground	$115.00
Myrobalans, J. 1's	$46.00-$48.00
Genuines	$52.00
Crushed, 40%	$64.00
Valonia Cups, 30-32% guaranteed	$65.00
Valonia Beards, 42% guaranteed	$85.00
Mangrove Bark, 30% So. Am.	$60.00
Mangrove Bark, 38% E. African	$79.00-$81.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.l.	5.10
Barrels, l.c.l.	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.92
Bags, l.c.l.	11.65
Cutch, solid Borneo, 55% tannin, plus duty	.08¾
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
bbls. c.l.	.06⅞
Oak bark extract, 25% tannin, lb. bbls. 6½-6¾, tks.	.06⅛
Quebracho extract	
Solid, ord., basis 63% tannin, c.l. plus duty	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Liquid basis, 35% tannin, bbls.	
Ground extract	
Wattle extract, solid, c.l. (plus duty) So. African	.11⅛
Wattle extract, solid, c.l. (plus duty) East African	.11
Powdered super spruce, bags, c.l. .05¼; l.c.l.	.05½
Spruce extract, tks., f.o.b. wks.	.01¾
Myrobalan extract, solid, 55% tannin (plus duty)	.07¼
Myrobalan extract, powdered, 60% tannin (plus duty)	.10
Valonia extract, powdered, 62% tannin (plus duty)	.09½
Oak Bark Extract, Powdered, Swedish, 65% tannin	.12
Quebracho Extract, Powdered, Swedish spray dried, 80% tannin	.16
Wattle Extract, Powdered, Swedish, 73% tannin	.15¾
Powdered Spruce, spray dried, Swedish	. 3¾
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid 54-56%	.11½
Larchbark, powdered Swedish Spray-dried, 60-62%	.12½

Tanners' Oils

Castor oil, No. 1 C.P. drs. l.c.l.	.29¼
Sulphonated castor oil, 75%	.26½
Linseed oil tks., f.o.b. Minn.	.15
drums	.187-.191
Neatsfoot, 20° C.T.	.30
Neatsfoot, 30° C.T.	.28
Neatsfoot, prime drums, c.l.	.15½
l.c.l.	.17½
Neatsfoot, sulphonated, 75%	.16½-.17½
Olive, denatured, drs. gal.	2.25
Waterless Moellon	.16
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.12
Common degras	.15
Neutral degras	.20-.22
Sulphonated Tallow, 75%	.12-.13
Sulphonated Tallow, 50%	.08-.09
Sponging compound	.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.17
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.14
Cod Oil, Nfld., loose basis, gal.	$1.00-$1.05
Cod, sulphonated, pure 25% moisture	.14
Cod, sulphonated, 25% added mineral	.12

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BETTER HIDE SUPPLY SEEN AS LABOR CRISIS EASES

Increased Production To Relieve Shortages; Prices May Ease

Big Packers Steady

The labor situation at big packer plants seemed less acute this week.

However, negotiations still continuing for new contracts. Until signed, there is always a possibility of labor troubles to retard production, take-up and delivery of hides to tanners. Under the circumstances, tanners cannot figure too closely on hide deliveries.

This week, light and ex. light native and branded steers wanted at steady prices; also light average light cows from River points in demand at 18c.

Other selections in demand at steady prices included heavy native steers at 16c and butt branded at 13½c. Interest in branded steers not very broad. Tanners generally expressed ideas a half cent lower on Colorados and were reported to have obtained some resale lots of Aug.-Sept. take-off from traders at 12½c.

Offerings of branded cows at steady prices met with resistance as tanners bid a half cent lower on these. Some buyers, of course, were influenced by the decline registered in heavy native cows late last week when a total of about 11,500 northerns and Rivers sold down to 17c. This decline of from ½c to 1c had been expected in some quarters as demand for heavy cows had been very limited for some time.

Independents Holding

Although one New York packer sold 700 heavy native steers last week at 16½c, it is a question whether buyers will again pay this price. On occasion, export buyers have paid such a premium for eastern productions due to the advantage of saving in freight costs compared with mid-western productions. Furthermore, big four and larger mid-western independent packers have kept themselves well sold up on this selection and buyers have not always found productions they wanted available for specific delivery dates.

Small Packers Sell

Some additional business in light small packer hides. Productions in the southwest averaging 40-41 lbs. have brought steady price of 17c and some 39-40 lb. avg. 17½c flat fob. shipping points.

In the mid-west, some split weights averaging around 50 lbs. sold at 15½c selected fob. Some choice plump 48-50 lb. avg. allweights also moved at 15½c selected fob. while ordinary productions of the same average as well as some 50-52s brought 15c selected fob. Offerings of fairly plump 52 lb. avg. small packers at 15½c selected fob. slow to sell.

Heavier hides such as 55-58 lb. avg. small packers moving occasionally at the 14c mark but 60-62s not selling very freely even at 13c. Small packer bulls holding unchanged at 8c.

Country Hides Mixed

Mixed situation prevails. There seems to be a two-way market. Choice light hides running plump and free of renderers or containing very small percentages of renderers have brought

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Oct. 16	Close Oct. 9	High For Week	Low For Week	Net Change
January	14.70B	15.30	15.30	14.55	—60
April	14.20B	14.75	14.85	14.30	—55
July	14.10B	14.65	14.45	14.12	—55
October	13.98B	14.55	14.65	14.00	—57
January	13.86B	14.45	......	......	—59
April	13.75B	......	......	......	......

Total sales: 204 lots

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	16	16	16	33	28
Light native steers	18	18	17½	35½	31½
Ex. light native steers	19½	19½	19	37	34
Heavy native cows	17	17½-18	17½-18	34	29
Light native cows	17½-18½	17½-18½	17½-18½	33½-34	31-32
Heavy Texas steers	13½	13½	13	28	25
Butt branded steers	13½	13½	13	28	25
Light Texas steers	16	16	15½	33	29½
Ex. light Texas steers	18	18	17½	35	32
Colorado steers	12½-13	13	12½	26½	24½
Branded cows	15 -15½	15½-16	15 -15½	30	28½-29
Native bulls	9½-10	9½-10	9½-10	23	20
Branded bulls	8½- 9	8½- 9	8½- 9	22	19
Packer calfskins	42½-50	42½-50	40 -50	50	65
Packer kipskins	28 -40	28 -40	30 -37½	40	50

from 12½ to 13c flat trimmed fob. shipping points. At the same time, regular lots have been sold at around 11c and some locker-butcher hides of good description averaging around 50 lbs. to 52 lbs. have brought 11½c.

Little change in country bulls, quoted 6½-6¾c for carload lots, fob. basis. Glue hides have some call around 8½-9c fob., the outside price for lighter avg. No. 3s.

Kipskins Easier

A little easier undertone developing in big packer kip skins. One big packer sold a car of Kansas City and another killer about a car from River Points at 32½c, a decline of 2½c from previous trading basis. Some northern kip productions from preferred points last reported sold at 40c. Northern overweights are considered nominal around 28c.

Big packer calfskins unchanged at 50-45c for St. Paul, 47½-45c for Wisconsin, and 47½-42½ for St. Louis-River heavies and lights. Trading involving 7,500 packer regular slunks confirmed at $2.05, registering an advance of 10c over the previous price established some time back. Packer large hairless remain nominal at 75c. Other productions of skins remain unchanged.

Small packers quoted nominally 37½-40c for calf and around 27½c for kip. Country skins in carlots at 18-19c for calf, the outside price for light weights; and 16½-17c for kip.

Horsehides Sluggish

Very little new business reported within the past week. Some demand for better lots such as good heavy northern slaughterer whole hides averaging around 65-70 lbs. Buyers have been willing to pay $7.25-7.50 fob for untrimmed and about 75c less for trimmed lots.

No improvement reported in the demand for fronts which have been slow selling at $5.50-5.75. Butts holding about unchanged at $2.00-2.10 for regular lots of 22" and up.

Sheep Pelts Soften

Shearlings, clips and lamb pelts have an easier undertone and some lower prices accepted by several producers. Big packers have sold clips from $2.75 down to $2.50; No. 1 shearlings from $2.50 down to $2.25; No. 2 shearlings offered at $1.70, last paid, slow to sell and No. 3's could be bought without difficulty around $1.00.

Large midwestern packers have sold Oct. productions of lamb pelts within the range of $2.60-2.75 per cwt. liveweight basis.

Full wool dry pelts in carload lots pegged around 28-30c and in small lots sold in the range of 25-27c fob shipping points. Some demand for pickled skins at $10.50-11.00 per dz. depending upon productions.

Dry Sheepskins Drag

Prices mixed at the Australian wool sheepskin auctions. At Melbourne, market irregular, crossbreds and lambskins one to two pence higher, pelts one to two pence lower, other descriptions unchanged and at Sydney, 35,000 skins offered, crossbreds one to two pence lower, new season lambskins, par to one pence lower, merinos par to one pence higher and all other descriptions generally unchanged.

Pickled Skins Slow

Still generally slow as very few offerings made. Some odd lots of after season New Zealands around the market but quantities small and while some interest evident, buyers slow to take hold. Other foreign varieties slow as asking prices usually above buyers' views. Domestic market unchanged at $10.50-11 with very little business.

Reptiles Firmer

Firmer tone to various raw stock markets and while buyers are still cautious in their operations, a little business is going on. Shipment usually plays a big part in the sale as most buyers want relatively quick delivery; not interested in anything offered for next year's delivery.

Sales of U.P. whips, 4 inches up, averaging 4½ inches, 60/40 selection, at 62c while Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection, sold at 74c combined with skins averaging 4¾ inches at 79c. Other shippers asking 75-77c for the 4½ inches and 82c for the 4¾ inch average.

Cobras, 4 inches up, averaging 4½ inches, 80/20 selection, held at 47c while some 4¾ inch average, 70/30, sold at 50c and a spot lot of 4½ inch average at 49c. No interest in vipers with some spot lots available. Wet salted ramgodies sold at 14c with 15c now asked.

Shippers asking 70c for back cut Bengals, 10 inches up, averaging 11 inches, 80/20 selection and 28c for back cut Agras, 9 inches up, averaging 10 inches, 80/20 selection. Some 8 inches up, averaging 9 inches, sold at 18c though most shippers have higher views.

Bark tanned water snakes, 60/30/10, held at 10c as against last sales at 8c while alum tanned water snakes, 3 inches up, averaging 3½ inches, 70/30, held at 18c.

Brazil market generally slow on back cut tejus due to lack of offerings. Some chameleons sold at 17c fob. Giboias available at 47c fob. No change in Siam market. Some offers of 20/24 centimeter ring lizards at 90c.

Deerskins Advance

Further advances registered on Brazil "jacks" with some Paras sold at 72c fob., basis importers, while Maranhaos have sold at 77c delivered New York, basis importers. Further interest but offerings very limited. No change in Siam market as offers lacking; same is true of New Zealands. Some Honduras sold at 45c c&f.

Pigskins Spotty

Some Peruvian grey peccaries sold at $1.95 and blacks at $1.55 c&f., basis importers. Shippers asking $2.00 fob. for Manaos greys and 20c less for blacks. Not many offers of Paras and buyers ideas $1.40-1.45 fob. for greys and 20c less for blacks. Last sales Bolivians figured $1.70, basis manufacturers for greys. Some interest developing in wet salted capivaras. Dry Chaco carpinchos slow.

News Quicks

About people and happenings coast to coast

Massachusetts

• **John Irving Shoe Corp.,** Boston shoe chain, has placed its account with Product Services, Inc. Les L. Persky is account executive.

• Creditors of **J. M. Connell Shoe Co., Inc.,** South Braintree footwear manufacturer, did not take definite action at a recent meeting, pending completion of an independent audit. Liabilities are estimated at $65,000 plus taxes, it is reported.

• Receiver in bankruptcy has been appointed for **New Bedford Luggage Co.,** New Bedford luggage manufacturer, it is reported.

• **William Henry Shoe Co.** has organized a new division to make women's loafers and moccasins under the name Lady Evelyn. The new line will retail at $4 to $5.

• **Howes Leather Co.** has opened a new salesroom at 181 Essex St., Boston. J. J. Caulfield, Sr., is in charge. B. T. Rogers and J. J. Caulfield, Jr., will make their headquarters at the new offices.

• **Margie Shoes, Inc.,** has been organized to make women's shoes at 192 Broad St., Lynn. Officers are Irving Estrich, president-treasurer, and David Estrich, assistant treasurer.

• **Libby Shoe Co.** of Boston has assented to adjudication and been adjudicated a bankrupt by Judge George C. Sweeney, it is reported. Involuntary petition in bankruptcy had previously been filed against the firm. The case has been assigned to referee.

• **A. H. Rice Co.** of Pittsfield has published a new booklet containing an illustrated behind-the-scenes story of the manufacture and use of nylon threads. Entitled "Facts on the 4 Types of Rice's Nylon Threads," it presents a picture of the four widely used types of nylon thread: Conventional, Bonded, Monocord and Stretched.

• The recently-organized **Petrou Shoe Co.** in Haverhill is reported operating under full steam filling orders for its line of women's flats and ballerinas. Production of the line which retails at $1.99 and is sold mainly in chain stores and mail order houses is currently running at 2,200 pairs per day. Officers are Chris Petrou and Jack Schoenfeld.

• **Allied Shoe Machinery Corp.,** Haverhill, is offering a new cement for cementing covered platforms to shoe bottoms. The new cement is called "Super-Pull."

• **Raymond A. O'Shea** and **Louis Kleven,** co-chairmen of the leather and shoes industry committee, have launched their new drive in support of the current Jimmy Fund campaign to raise funds for the new children's

Cancer Foundation Building in Boston. Members of the committee include Maxwell Field, Al Aronson, Harold Goldberg, Ted Poland, Walter E. Arnold, Joseph T. McCauley, Al Goldstein, Charles Slosberg, Al Hyde, Philip F. Brien, William Cunningham, Charles W. Sweeney, John E. Daniels, William Nichols, A. W. Horowitz, Simon Pearl, Louis Schindler, Al Sandler, Gilbert Freeman, Mark Edison, Joseph W. Holmes and Elliot Bernstein.

• **Lawrence H. White** has been appointed northeastern district manager of Warren Belting Co., Inc., Worcester, Mass., manufacturer of leather belting and leather specialties, according to George L. Abbott, president of the firm. A veteran of 25 years' experience in the industrial leather business, White will be in charge of New England with the exception of Worcester County and New York State, excluding metropolitan New York. He joined the Warren firm in 1949. White will be responsible for sales of transmission leather belting, industrial leather products, mechanical packings and oil seals.

• **Harry Casserly** has resigned as superintendent of Bernie Shoe Co., Haverhill, it is reported. He has held the position for the past six years. Casserly is taking a short vacation before announcing further plans.

• **Charles Harding** is retiring as consultant engineer for Dewey & Almy Chemical Co., Cambridge, Mass. Harding was formerly a shoe manufacturer in Haverhill, Mass., and has been active in the shoe trade for over a half century.

Connecticut

• **Style Footwear Co., Inc.,** Norwalk manufacturer of California process women's shoes, has taken additional space at its present quarters and is planning to increase production, it is reported.

• **Parva Buckle Co.** of Mt. Carmel has appointed Phillips-Premier Corp. of Boston and Phillips-Premier, Ltd., of Canada as exclusive distributors and selling agents to the export market and Canada. Both firms will handle Parva's new tongueless shoe buckle, according to Stanley Ford, sales manager of Parva. Canadian acceptance of the buckle is growing in leaps and bounds, according to Ford.

Illinois

• The New Athens factory of the **St. Louis Shoe Mfg. Co.** is reported anticipating its biggest year in the history of the plant, according to Tim Leavy, superintendent. The plant now employs over 200 persons and it is expected to set a new record on its annual payroll this year. Some 50-60 new employes will be added shortly as production is stepped up.

• **Lester Pincus of Chicago, Inc.,** women's shoe wholesaler in Chicago, is reported to have dissolved the corporation. Address is at 189 West Madison St.


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THE HOUR OF
KIDSKIN
The young look, the young feel are born in the young leather, Kid! Beautiful to behold, wonderful to wear, shoes created in KING KID move, live and breathe! In them smart women experience new thrills of fashion, new feminine softness and grace, and timeless contentment.
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PHILADELPHIA, PA. • ESTABLISHED 1832
King Kid
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BLACK GLAZED • BLACK SATIN • AMEERA
COLORED KID • GARMENT LEATHER

New Jersey

• A 50-year-old leather worker, his hand caught in the vice-like grip of a roller, was drawn into a huge machine press and crushed to death last week. **Gerhard Korteling** died before horrified co-workers at the **Federal Leather Co.** plant in Belleville before anyone could turn off the machine.

• Referee has confirmed amended Chapter XI plan of arrangement by **Hobby Footwear, Inc.,** Passaic manufacturer of women's and children's shoes, providing payment of seven and one-half percent in cash, two and one-half in notes payable in four months, and 25 percent in certificates of indebtedness to be paid out of profits.

• The recent fire at **Supreme Footwear, Inc.,** Garfield footwear manufacturer, damaged office space for the most part, according to a statement by Harry Feifer, president-treasurer. Feifer said that insurance coverage is adequate and that operations will be resumed around Oct. 20.

Ohio

• **E. H. Griffith Co.** of Cincinnati has been appointed sales agent in the Ohio territory for **David Leather Co.** of Haverhill. Griffith will handle the David Co.'s line of calf leathers.

• The **Ohio Shoe Travelers Club** has scheduled its Spring 1953 Shoe Show for Nov. 23-25 at the Hotel Sheraton-Gibson in Cincinnati. J. L. Neff is president of the organization.

California

• **Seymour Nesbit Co.** of Los Angeles has opened a warehouse under the name of Nesbit Hide and Leather, Inc., at 1282 Factory Place in Los Angeles, where it will specialize in shearlings, wool slunks and leather. The company will have the only West Coast facilities especially built for drying sheepskins for both the domestic and export trade. Operations were scheduled to begin about Oct. 15.

• **Tuffy Shoe Co., Inc.,** has been organized in Oakland by Stanley M. Fernwood. Directors are John D. Davis, George Dyer and Fernwood. Authorized capital is reported at $25,000.

Michigan

• **Wolverine Shoe and Tanning Corp.,** Rockford, has adopted the following series of slogans for use on letterheads: "Some Gave Their Lives—Will You Give a Minute—Vote"; "Be a Real American—Vote"; and "Communists Have No Choice—You Do—Vote."

Rhode Island

• Officials of **Atlantic Chemical Co., Inc.,** of Centredale include Ernest Nathan, Henry Papini, High Bonino and Joseph Buonanno. All have wide experience in the chemical manufacturing industry.

New York

• **Overseas Commerce Corp.** is currently introducing two new metallic finishes in Siam and Chouri snake under the names of Bettagold and Pure Silver. The new finishes, which the company claims will not tarnish or smudge and can be washed with mild soap and water, are available for the shoe and handbag trades as well as belting, small leather goods and case manufacturers.

• **Ward Melville,** head of the Thom McAn shoe chain, was host at a dinner held Tuesday evening, Oct. 13, to celebrate the 30th anniversary of the opening of the first Thom McAn store. A feature of the dinner was the introduction of leading news headliners of thirty years ago. Among the celebrities present who dominated the news pages of 1922 were **Harry G. Kipke,** former Michigan football coach and All-American player; **Philip C. Katz,** now Public Administrator of the City of San Francisco and a Congressional Medal of Honor Winner in World War I; **George Sisler,** baseball star, **Eddie Dowling, Lenore Ulric** and others.

• **Utilitron, Inc.,** New York manufacturer of sandal socks, is reported to have filed a Chapter XI petition in bankruptcy. Assets are listed at $18,039 and liabilities at $125,370.

• Creditors committee for **Norma Footwear Corp.,** Brooklyn footwear manufacturer, has agreed to recommend Chapter XI settlement of 35 percent, payable at 12 and one-half percent cash, and the balance in endorsed notes extending to June, 1954, it is reported.

• **Shoe Factory Supply Corp.** of Brooklyn, shoe supplies manufacturer, is now offering a full line of platform materials, according to J. Dessner.

• **Melville Shoe Corp.** earnings this year will exceed last year's $2 per share by at least 10 percent, according to market reports.

• **National Shoe Institute** has announced the appointment of **Miss Madeline Fagan** to assist in the

spring and summer 1953 coordinated costumes to be presented at the National Shoe Fair in Chicago.

• At its regular monthly luncheon held last week, **Shoe Women Executives, Inc.,** discussed the setting up of a clearinghouse for executives seeking positions and for employers looking for executive personnel. Members of the leather and shoe industry interested in the service may communicate with Eleanor Rutty, c/o BOOT AND SHOE RECORDER, 100 East 42nd St., New York City.

• **Charlene Osgood,** director of the Tanners' Council's Kid Leather Guild, was guest speaker last week at the monthly luncheon of the Newcomers' Club in Cranford, N. J. She told an audience of 195 about the importance of feet and proper footwear to general health and described the tanning of kidskins.

• **Abbeon Supply Co.** of 179-15 Jamaica Ave., Jamaica, is offering a bulletin on "Humidification for the Leather and Shoe Industries." The company will be glad to answer questions concerning any special problems on humidification of plants.

Pennsylvania

• **Roy-Fisher Shoe Corp.** has been organized to manufacture a line of women's casuals at 17 Jones St. in Lebanon. Roy F. Wolfskill, who also operates Roy Shoe Co., manufacturer of infants', misses' and children's shoes, is president of the new firm. The latter firm will have no connection with Roy Shoe Co., which will continue in operation.

New Hampshire

• **International Shoe Co.** is reported planning to offer for sale its Merrimack tannery which it is discontinuing, according to John A. Urquhart, general manager of the Eastern division. As previously reported, the split tannery will be moved to Manchester and the welt currying to Ste. Genevieve, Mo. R. P. Jones, superintendent of the Merrimack plant, will be placed in charge of operations at the Ste. Genevieve plant.

• **New Hampshire's** shoe manufacturing industry added 400 workers during Aug., bringing its working force to a total of 950 workers over last year at this time, the State Department of Labor reports. The report added that the seasonal downward trend during the Fall is expected to be less pronounced than usual.

SHOE FAIR

(Continued from Page 15)

Meanwhile, shoe business has reached one of its most intense competitive levels in many, many years. The economic situation is both strange and ironic, yet the healthiest that has been seen in more than a decade. There is an abundance of available consumer cash in the open market, backed by savings, high wages and high employment. Ordinarily this would tend to create a wave of buying that would bid up prices and cause a catastrophic inflationary spiral. But the "healthy" and balancing force is that supplies of practically all commodities and goods are plentiful, thus offsetting any tendency toward a price spiral.

The irony is that in this flush period we have a highly price-conscious and quality-conscious consumer public that is putting enormous pressure on makers and sellers of goods; pressure that is holding prices down, quality up. This has held down shoe profit margins while sales in units and dollars have been up. The chief opportunity to increase profit margins lies in increased unit and dollar volume next Spring.

One sales-inspirational force expected to play an important role in pushing sales upward next Spring is "The New In Shoes" program. In a recent survey, the National Shoe Retailers Association received replies from some 17,000 shoe retailers throughout the country, almost every one of whom stated enthusiastic intention to participate in the program. A similar survey by the National Shoe Manufacturers Association among its membership brought a like response of intended participation.

This means that next Spring *millions* of dollars in advertising and publicity value will be directed toward this program designed to focus national attention on new footwear fashions for Spring, as coordinated with Spring clothing fashions, and to bring more people into shoe stores to buy more shoes.

On Local Level

The whole program will be operated on a local rather than a national level. That is, the shoe merchants of each town or city will administer their own "The New In Shoes" week or "seasonal opening," which is officially scheduled for March 1, 1953.

Many manufacturers have already prepared programs to be worked out cooperatively with their retail outlets for "The New In Shoes" seasonal opening. They will furnish retailers with a variety of merchandising aids. In addition, the National Shoe Institute is prepared to offer another group of helps to manufacturers and retailers alike.

Being primarily a sales and merchandising show, the National Shoe Fair will house a spectacular exhibit of new fashions. First, nearly 150,000 new shoe styles will be on display among the lines of the 700-odd exhibiting manufacturers. This is more new shoe fashions than have ever been exhibiting at any one time anywhere.

Significantly, there will be little to confuse prospective buyers with such an enormous number of new patterns, for the latter will converge upon the leading Spring-Summer styles, and be coordinated with the newest in Spring-Summer clothing. Anyhow, retailers will be offered a fabulous choice of new shoes covering, without limitations, all types and price ranges.

Perhaps the outstanding feature of the Fair will be the lavish style ex-

hibit, "Fashion-Vues," sponsored by the National Shoe Institute, under the direction of Alice Dowd. This spectacular exhibit has been in preparation for many months, has cost somewhere in the vicinity of $10,000. It has been prepared with the assistance of some of the foremost fashion and merchandising talent in America.

Fashion-Vues will consist of 34 brilliantly presented displays of Spring - Summer fashion coordinations for men, women and children, will also include nearly 300 new shoe styles tying in with these costumes, along with selected accessories such as handbags, gloves, hosiery, hats, jewelry and coordinating fabrics.

It is obvious from the entire program, plus the many comments that have come from all quarters in the industry, that this year's National Shoe Fair Committee has done a stupendous job in formulating the program, arousing interest in participation, and laying the groundwork for what promises to be the most successful buying show in the industry's history. There can be no more graphic example of this than the simple fact that every existing Fair record has already been surpassed.

END

SCIENTIFIC SHOE MARKETING

(Continued from Page 21)

ally, he is now permitted to advertise on a smaller scale to fit his budget. He is able to reach his selected markets via concentration — and net a higher return on his selling effort. He is now using bullets instead of buckshot. He is wasting nothing.

Another example. A shoe manufacturer with national distribution wants to keep tabs on how his sales are moving in all parts of the country, be able to get early signs of sales trends. He sets up (or has) a "sales par" for region of the country. He may set these up as New England, East Coast, West Coast, Middle West, Southeast, etc. This lumps together a lot of territory but isn't specific enough to give him a more precise picture.

For example, let's say his figures show he's meeting a "sales par" in his "East Coast" area. This would include the metropolitan areas of Boston, New York and Philadelphia. But a more analytical reading (based on use of the 168 metropolitan areas would show that he has a sales "surplus" in New York, but below-pars in Boston and Philadelphia. In the over-all reading, however, the surplus would balance the deficit, give a reading of "par." His more precise reading, however, would show where he was falling below in sales, and thereby where to concentrate his sales efforts.

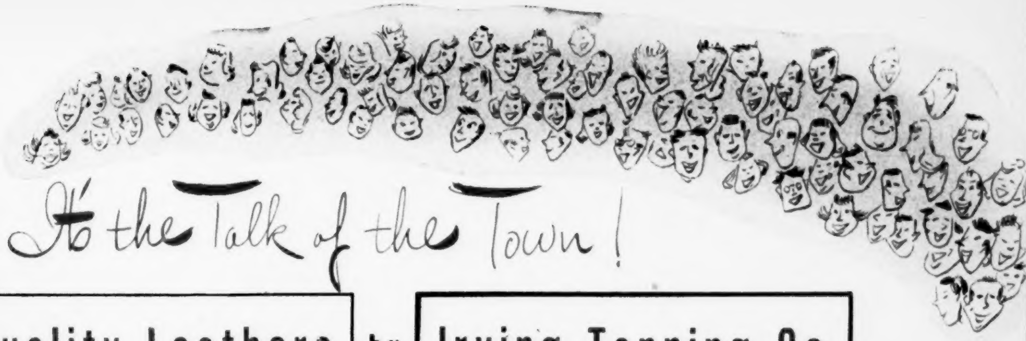
Per Capita Income

Now, right in the heart of this matter is the subject on per capita income. Study reveals that the analysis of per capita income in relation to shoe sales makes the concentrated 168 markets even more important than realized.

It has been assumed by much of the shoe industry that the principal denominator of shoe sales is population. This is not true. While population is obviously essential to shoe sales over-all, *consumer income is the primary answer to per capita shoe consumption.*

One indication is the location of shoe stores. That is, the concentration of shoe stores indicates the ration of shoe sales. Where there are customers there will be stores. And if there are an excess of stores, then economic laws will level them off to their proper ratio.

In terms of per capita income, the Middle Atlantic States (N. Y., N. J., and Pa.) are the most prosperous,



It's the Talk of the Town!

Quality Leathers by Irving Tanning Co.

There's a certain feeling of refinement in these NEW leathers by IRVING . . . careful selection of quality hides and superior methods of tanning — resulting in this refinement of quality, color, and finish. That's why the word in leathers today is IRVING . . . to help build greater sales and volume. Write for sample swatches today.

New **LUXTAN** *luxury quality combination tannage*

New **UNIQUE** *full-bodied combination side*

New **IRVANA** *supple elk and smooth*

New **UNIGLOVE** *the new soft leather*

SPLITS OF ALL KINDS

Sales Representatives

MR. ROBERT O. BARDON	MR. W. A. HARTWIG	MR. J. C. HENLEY	JOSEPH S. SALOMON & CO.	Export Agent PHILLIPS-PREMIER CORP.
529 Sycamore Street	128 North Wells Street	204 Leather Trades Building	10 Spruce Street	186 South St.
Cincinnati 2, Ohio	Chicago 6, Illinois	1602 Locust Street	New York 7, New York	Boston, Mass., U.S.A.
		St. Louis 3, Missouri		

Tanners of Upper Leathers for more than a Quarter of a Century

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above the national average. While these states account for only 20 percent of the country's population, they have 28.1 percent of the country's shoe stores. It can be logically assumed that the people of this region buy more shoes per capita than the national average, otherwise greater proportions of shoe stores in this area could not be supported. (See table.)

New England accounts for seven percent of the nation's population. Its income is above the national average, but below that of the Middle Atlantic States. It supports 9.6 percent of the shoe stores. Thus, New Englanders, with an above-average per capita income, obviously buy slightly more than the average shoe pairage.

Now, let's go to the opposite end—the East South Central States (Miss., Ky., Tenn., Ala.). Here we find eight percent of the population, *but only 3.8 percent of the shoe stores.* Per capita income in these states is suubstantially below the national average. Thus a fewer number of shoe stores can be supported, simply because average income isn't sufficient to buy more shoes. The same applies to the South Atlantic States.

This brings us back to our 168 major metropolitan marketing areas. These are the areas of *highest per capita income* in the country. In these areas live 56 percent of the total population, *but they account for 64 percent of all retail sales, 75 percent of all apparel sales, and a probably even higher percent of all footwear sales.*

One significant reason why: income in these areas is 15-20 percent above the national average, and 25-35 above the areas falling outside of the 168 major metropolitan markets.

In conclusion, one statement bears repeating: three essential factors must be present to make sales of shoes: (1) population; (2) good level of per capita income; (3) retail outlets.

We have briefly analyzed all three. Is there an "answer" to come out of this analysis? Yes, simply this. The marketing of shoes—their sale and per capita consumption—can become a more effective technique if there is a better understanding of the consumption markets themselves. Concentration of marketing effort can obviously bring more gratifying results at appreciably less cost.

END

JUVENILE SHOES

(Continued from Page 29)

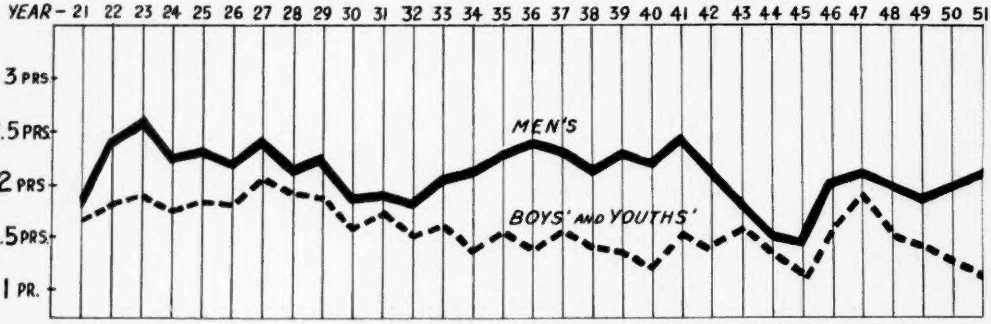
This should be significant. Does it indicate the "inherent" conservativeness of the male, whether adult or juvenile? Does it indicate consistency of habit and tastes? Does it indicate influence of the adult male over the juvenile male in clothing tastes?

It no doubt indicates a good portion of all these things. However, if vision is used in this analysis, there are several big opportunities facing the producers and sellers of boys' and youths' shoes. It's based on what has happened—and what will happen with increasing intensity—in men's footwear. Already there has been a steady break from the clothing conservativeness that has long dominated the male. In sport clothing particularly—as a starter. The colors, textures, patterns. It has begun to affect footwear — especially warm-weather footwear — fashions, with a leaning toward the more colorful, the greater variations in patterns, etc. Surely this trend in adult males is certain to move down into juvenile males. And just as surely it will affect foot-

Chart I

Parallel of Male Per Capita Shoe Consumption

(Men's and Boys' and Youths' Shoes, 1921-51 inclusive)



Note: **Indicating the "Male Pattern of Shoe Consumption Conservatism." Note close parallel of per capita shoe consumption. The consistently low per capita consumption of men's shoes (under two pairs yearly) may be the result of "fashion inhibitions" and "conditioning" in footwear tastes among boys and youths.**

wear styles and sales for boys' and youths' shoes.

Well, what about infants' shoes? While we're selling many more infant shoes today, due altogether to the high birth rates of recent years, per capita consumption of infants' shoes has shown almost no gain for the postwar years as compared with prewar.

Why? This is one instance where modern parents in general use great care in purchasing. Appeal has been more toward the practical than the stylish. There has been so much publicity in recent years about the needed care in selecting shoes for a rapidly growing infant foot, and for "proper" shoes at this vital age, that parents have stuck pretty closely to the "conventional" infant types of shoes. In short, the opportunity for variation and style (even though today we have much greater use of color) has been limited. Hence, the per capita consumption has remained fairly static.

Does this mean we can't sell more pairs per capita of infants' shoes? Certainly it does not. Here's one aspect that might be developed. The average infant, says the record, buys an average of nearly $2\frac{1}{2}$ pairs a year. If the shoes are purchased in the proper size, does it not take a lot sooner to outgrow these shoes than five months? It should. This indicates that parents aren't changing infants' shoes frequently enough. And if the shoes are purchased extra large, is this not a foot-unhealthy condition for children taking their early steps? If so, there's no "economy" in purchasing the shoes too large.

Comes another challenge—and another merchandising opportunity. The large majority of infants' shoes are hightops. Who can present any medical or other authority—based


Cut the Cost
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COLONIAL COLOTAN has that rich, mellow, "costly look", yet it is priced for shoes in the volume market. Manufacturers of novelty street shoes, flats, and stylish casuals will find it very much worth their while to investigate this newly developed smooth dress side leather. It is available in black, white, and 28 fashion-right colors. Write today for samples.
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COLOTAN
SMOOTH SIDES

not on opinion or judgment but upon scientific evidence—that the hightop shoe is best, or that the low-cut shoe is harmful—to an infant's growing foot? If such evidence can't be presented, or evidence to the contrary can be presented, then a whole new field opens up: low *and* high shoes.

Where is the "authority" that we must stick with present styles in infants' footwear? Can't we have more variety in styles while still retaining all the essential elements for healthy foot growth?

And what about new materials, new textures? Mothers love to dress up babies. But why the same conventional bootees of shoes on the infants' feet?

A Challenge

These are meant to be challenges. In short, it's possible that we've allowed habit to become too ingrained—habit that can't necessarily be substantiated by scientific or other evidence. Break the unwarranted habits or customs and you've opened new vistas of sales opportunities in infants' footwear.

It does seem apparent that the introduction of fresh merchandising methods can result in a steady rise in per capita consumption of all branches of juvenile footwear, and also, of course, a corresponding rise in production and sales. To accept any current or past level of per capita consumption as a "saturation point" is very definitely a mistake, a stand that can't be supported.

For example, it might be pointed out that for the past 30 years per capita consumption of boys' and youths' shoes has remained static at around 1.35 pairs; that infants' shoes have remained "stable" at 2.45 pairs; and men's shoes at around two pairs. If this has been the steady pattern for several decades, it would seem unlikely that it can be changed now.

TABLE 3

Is There *Really* A Per Capita Consumption "Saturation Point"?

PER CAPITA PRODUCTION OF SHOES BY MAJOR TYPES

	Women's	Men's	Misses' and Children's	Boys' and Youths'	Infants'
1952					
1951	**3.58**	1.93	**4.12**	1.03	2.00
1950	**3.87**	1.86	**4.64**	1.25	2.30
1949	**3.75**	1.82	**4.54**	1.35	2.32
1948	**3.76**	1.98	**5.04**	1.43	2.56
1947	**3;94**	2.04	**4.83**	1.71	2.48
1946	**4.51**	2.01	**4.59**	1.50	3.17
1945	**3.78**	1.32	**4.76**	1.17	3.12
1944	**3.58**	1.36	**4.04**	1.30	2.77
1943	**3.80**	1.66	3.07	1.51	2.62
1942	**3.60**	2.02	3.40	1.36	2.81
1941	**3.89**	2.42	3.71	1.46	3.14
1940	**3.40**	2.08	3.21	1.17	2.63
1939	**3.73**	2.13	3.50	1.31	2.76
1938	**3.45**	2.01	3.20	1.33	2.36
1937	**3.65**	2.17	3.18	1.37	2.43
1936	**3.62**	2.21	2.96	1.30	2.21
1935	**3.31**	2.15	3.00	1.41	2.09
1934	3.05	2.00	2.79	1.37	1.86
1933	3.06	1.96	2.69	1.58	1.72
1932	2.75	1.67	2.74	1.44	1.41
1931	2.74	1.76	2.80	1.60	1.65
1930	2.68	1.76	2.63	1.48	1.62
1929	3.18	2.19	3.30	1.86	2.05
1928	3.08	2.14	3.10	1.88	2.04
1927	2.94	2.28	3.34	2.00	2.09
1926	2.89	2.18	3.28	1.76	2.03
1925	2.90	2.23	3.33	1.77	2.08
1924	2.88	2.22	3.10	1.73	2.01
1923	3.14	2.66	3.52	1.92	2.28
1922	3.04	2.47	3.50	1.88	2.03
1921	3.04	1.84	3.15	1.63	1.48

Note 1: **This table demonstrates the "fallacy" that per capita shoe consumption cannot be made to change substantially by industry efforts. Note carefully the sudden shift upward in women's per capita shoe consumption beginning with 1935—synonymous with the introduction of lower cost, lighter, more colorful and more varied styling in footwear. And a similar abrupt shift upward in misses' and children's shoes beginning with 1944—due largely to more colorful and varied styling.**

Note 2: ***Women's shoes* in the 14 years, 1921-34, had an average per capita consumption of 2.95 pairs annually. In the 17 years 1935-51, this rose to an annual average of 3.72 pairs—*a 26 percent gain.***

Note 3: ***Misses' and children's shoes* in the 23 years, 1921-43, showed an average per capita consumption of 3.15 pairs annually. In the 8 years, 1944-51, this rose to an annual average of 4.57 pairs—*a 44 percent gain.***

Note 4: ***Men's, boys' and youths', and infants' shoes* have shown a per capita consumption virtually unchanged over this 31-year period.**

But the record of experience shows otherwise. Per capita consumption of women's shoes had for decades been around three pairs or slightly above. Today (and for the past 15 years) it is around four pairs, a 30 percent increase. Misses' and children's shoes for decades remained at a per capita level of around three pairs or slightly below. For the past

nine years it has been around four and a half pairs. (See Table 3.)

There is nothing sacrosant or permanent about per capita shoe consumption. There is no such thing as a "saturation point."

Well, what are some of the merchandising weapons that can be used to create a steady increase in per capita consumption of juvenile shoes? Here are several suggestions.

Outgrowth of shoes: Certainly this isn't new. But it has not even begun to be delivered with the necessary impact on the parental mind to register with full force. Dozens of foot and shoe surveys among school children show a minimum average of about 50 percent wearing shoes too short or narrow, usually *outgrown* shoes. Enlarged and steady public education on this point could well result in more frequent change of juvenile footwear —in short, more frequent purchases.

The Sanitary Factor: Here is another opportunity yet to be fully developed. Child cleanliness has become a fetish of emphasis by doctors, parents, school authorities, teachers. "Brush your teeth . . . scrub your hands . . . clean your nails . . . bathe frequently . . . etc."

Footwear Neglected

Yet feet and footwear are neglected. The interior of long-worn shoes are often beds of dirt, grime, foul odors—sources of infection resulting from the millions of germs housed in these shoes. The active play of children frequently creates bruises, cuts and blisters on the foot —openings for infections because of the millions of disease-carrying germs encased in old shoes; germs which thrive in an ideal environment of heat, moisture and darkness.

This health feature can be converted into a *sales* feature.

Summer footwear for boys: the canvas "sneaker" is standard warm-weather footwear for youths and boys. Light, airy, highly flexible, these have great appeal. But why not *shoes* that meet similar notes of appeal, and contain a desired element of novelty? For example, the soft-sole Indian moccasin. Why must the large majority of shoes for youths and boys be restricted to heavy, rugged types? Why not specialized "warm weather shoes"?

For Infants: Why should there not be different types of shoes for infants—that is, for first-steppers or toddlers? For example, an indoor and outdoor shoe. The indoor shoe much softer, pliable, lighter.

And more emphasis on more frequent purchase based on rapid foot growth. The statistics show that only two and a half shoe changes are made annually in the infant group. Does this conform with the average rate of foot growth? If not, it's obvious that shoe purchases for infants are not made often enough in terms of foot welfare.

And why not a greater variety of new patterns? New styles? The "cute" appeal has strong attraction for mothers of infants. And why not a stronger movement toward low-cut shoes for infants?

Novelties: Shoe business has never fully tapped this opportunity as it has been exploited by other branches of the apparel industry. We've had the cowboy boot influence and more recently the "space patrol" boot influence. But it has stopped just about there. Juveniles of all ages are naturals to respond to novelty (combined with utility) in clothing. Shoe business ought to introduce one fresh shoe novelty at least every two years. It could add up to a lot of extra pairage.

Fashion for boys: Well, why not? Not in the feminine or "sissy" classification, but contrasting additions to the current heavy-rugged shoes conventionally worn by youths and boys for virtually *all* occasions. And is the oxford the *only* shoe that can be made and sold for boys? Are brown and black the *only* colors?

And here's something for the men's shoe industry to think about. If shoes for boys and youths follow the conservative, monotonous types and patterns, this "conditions" these juveniles for carrying out similar conservative footwear tastes when they reach manhood. If men's shoe business bewails the monotony of its fashions (relative to the much greater variety in women's), it might look back to the footwear "training" that began with youths and boys in earlier years.

Coordination for misses and children: Further emphasis on this theme of footwear coordination with clothing costumes can continue to build per capita shoe consumption in the misses' and children's branch. Though today we are seeing a greater variety of styles, patterns and materials in this branch, the concentration of the coordination theme is yet to get a full play. When it does, we may see sales move upward even more.

Fine Opportunities

As a whole, the juvenile shoe field holds some fine opportunities for expansion of per capita consumption. The country's 44,000,000 juveniles 14 years and under are today consuming about 110,000,000 pairs of shoes a year, or about 2.70 pairs per capita. This is still appreciably below the national average of 3.20 pairs for all types of shoes combined.

Much of the answer appears to lie in the use of fresh merchandising techniques, of fresh selling themes, along with the development of new ideas in footwear adaptable to juveniles and attuned to the modern trends in tastes and habits of parents and children alike. An investigation of these market opportunities, followed by application of effort based on the findings, may hold a surprisingly favorable payoff for the juvenile branch of the industry.

END

MEN'S FOOTWEAR

(Continued from Page 35)

high psychological significance: the inner desire and willingness of the American male to break the bonds of color conservatism and monotony in clothing tastes.

The reception of the blue shoe, particularly in suede, by the American male surprised much of the industry. It is destined, of course, to join the other color standards of black and the family of browns. Also, the industry lifted its brows as it saw the popularity of the rubber-canvas summer footwear in reds, greens, beige, etc.

Color Harmony

The American male has been taught — and has accepted — the theme of color harmony in clothing. With a blue suit, for example, he will wear blue tie, shirt, sox; or other harmonizing color combinations. But he destroys it all—and all the experts know this—by donning a pair of brown shoes, a color that is grossly in discord with blue. He wears the brown shoes either because that's about his only choice, or because he is made to feel out of place by wearing shoes of another color because everyone else wears brown — no matter what the color harmony of the rest of his costume.

Where color is restricted, so is choice. And where choice is limited, so are sales. Obviously this applies to shoes. Why should he not wear blue shoes with his blue suit, tie and shirt; or grey shoes with his grey outfit?

It will be claimed, of course, that blue or grey or green shoes are available for men. However, one point is overlooked: these colors have not been sold en masse to the American male. The mere fact that a red sport jacket or yellow slacks were made available for males did not mean that sales of these instantly jumped. It took sales promotion, a fashion education program, to sell the stuff. And today it is accepted—to the tune of sales four times above prewar.

Materials: Here the story is pretty much the same as with patterns and styles and colors of shoes: too much repetition. The changes in leather grains or textures are so minute in most instances as to be unnoticed by the male public. But as in other instances already cited, the male has shown a receptivity for the new. His reception of suede surprised much of the industry. Suede in men's shoes seems due for a wholesome reign.

The industry was likewise amazed at the unexpected reception to the colorful rubber-canvas footwear. Certainly the industry need not stop there. Pigskin and fishskin leathers may have some real possibilities. Some of the newer synthetic fabrics —orlon, dacron, etc.—have yet to be developed for footwear. Nylon mesh in men's shoes would have seemed a "wild shot" five years ago.

Coordination: The term "fashion coordination" has been with the shoe industry for a long time. Unfortunately it has been regarded as the sole property of the women's fashion field. But it also has many possibilities in the men's footwear field—opportunities yet unexploited.

In women's footwear there are distinct classifications that have been effectively merchandised: cocktail shoes, evening shoes, walking shoes; indoor footwear, play shoes, etc. The average American male will think nothing of going to business, to the ball game, to a banquet and dance—all in the same day, and all in the same pair of shoes, even though he changes the rest of his clothing for each of these occasions.

Leisure-Time Potential

The average American male enjoys about 2,700 leisure or off-time hours a year as compared with 2,160 working hours. This "leisure time" is figured on the basis of two weeks' vacation, 10 holidays, Saturdays and Sundays, and 6 to 10 P.M. daily. Thus he enjoys more leisure than work time nowadays. Obviously the *leisure shoe market* has enormous potentials.

The male hasn't been sold footwear coordination with clothing costume. His shoes are "old faithful," adaptable to any occasion, any costume. Yet he can be made highly conscious of his shoes, as he usually is of the rest of his clothing, in terms of coordination. Business shoes for his business suit; lounging shoes for at home; sport shoes for attending sports events; play shoes for picnic, beach; dress shoes for formal or semi-formal events. These are but a few of the possibilities.

Again, while most of these types are generally "available," their availability means nothing until accompanied by *desirability*, which in turn

inspires demand and creates sales. Obviously this calls for a combined educational-promotional program.

Seasonality: There has been much publicity about the seasonality theme for men's shoes in the past few years. And though seasonality has been "practiced," it has not, ironically, resulted in more sales. We have opened up the summer season with more fashion variations in men's footwear, but at the end of the year we have made and sold *fewer* shoes.

This at first would seem to be a sad commentary on the value of the seasonality theme. The cause of the sales failure seems obvious. Men have bought the summer shoes—the mesh and perforated and woven and canvas-rubber, etc.—but they have at the same time held onto their regular dress shoes for a longer period. It has added up to no total sales gain.

But the answer may be relatively simple. The industry has permitted last year's "regular" shoe to be worn this year. And why not? The colors are the same; so are the patterns, the styles, the coordinations — just about everything. There is *no reason* for purchase of new regular shoes as the summer closes. So it's back to the old.

New Seasons Needed

A wholesome market was opened in "warm weather footwear" for men. Why not create two additional specific seasons: Fall-Spring, with dressy, lightweight shoes; and Winter or "cold weather footwear"?

However, if these are merely adaptations of current styles, with minor changes, seasonality will avail nothing. Also, unless distinct style changes are introduced and vigorously promoted at least every couple of years, making fashion-obsolete older shoes, sales results will not be encouraging.

Age Specializations: Unfortunately, the shoe industry has lumped America's 55,000,000 adult males into two groups: young men and old men. And it has designed and merchandised its shoes for these two groups, primarily, and has consequently missed a lot of good sales bets.

Now, suppose we classify American adult males into four specific age groups, as follows: 15-24 (11,000,000); 25-34 (12,000,000); 35-54 (19,000,000); 55 and over (13,000,000).

Each of these groups has its own specific tastes and habits which differ

distinctly from those of other groups. For example, a young man of 20 is usually single, sports-minded, somewhat carefree and casual in tastes. These things are reflected in his clothing. His suit may be "sharper," his ties brighter, his general attire more colorful and casual.

Move up to the next age group, select a man of 31. He's probably married, has a couple of kids, has a more serious attitude toward his job because he's working his way up, is more conservative, must watch his budget more closely. Certainly these things breed a different group of clothing tastes and habits than those of the 20-year-older.

If we move into the 35-54 age group, and again into the 55-and-up group, we again find still different groups of tastes and habits.

TABLE 3

Adult Males
By "Market Age" Groups

Age Group	Number
15-24	11,000,000
25-34	12,000,000
35-54	19,000,000
55-up	13,000,000
	55,000,000

The point becomes obvious. Men select clothing on the basis of their tastes and habits—and the latter are strongly affected by the age range into which the individual fits. Therefore, why not shoes designed to fit these age groups, and designed for the specific tastes and habits of these groups? This gives greater classification to men's footwear, prevents the lumping together into just two groups—young men's and old men's footwear. This should have some real sales possibilities.

Ankles Down Cleanliness

The Sanitary Angle: If men buy fewer pairs per capita it's evident that they wear their shoes much longer. This means that the shoe interior eventually becomes highly unsanitary. Most men are meticulous about personal cleanliness. But from the ankles down cleanliness takes a holiday. It has been demonstrated that in a pair of old worn shoes there are millions of germs per square inch. There is grime and dirt and filth, all of which thrive in an environment of heat, dampness and darkness.

A man shudders at a frayed collar, a soiled shirt, a stained and rumpled suit, smelly sox, a dirty handkerchief or soiled underclothing. Yet he never thinks of the grossly unsanitary condition of his shoe interior—unsanitary conditions which conduct dirt and germs and foul odor to his feet. He never thinks of these because he has never been *made* to do so.

Yet here lies an opportunity, a strong motivating force, to urge men to discard their old worn shoes—their "old faithfuls"—sooner. Paris Garters once ran a series of ads titled, "If you wore them around your neck you'd change them more often." Sales zoomed. The same sales psychology is even more applicable to worn shoes.

The "problem" concerning men's shoe sales is actually several problems combined. It would seem, upon analysis, that it simmers down to a need for freshness of approach—in the product, its pricing, its styling, and particularly in its merchandising. Men *can* be made to buy more pairs per capita per year.

Prior to the mid-Thirties, per capita consumption of women's shoes for decades was three or fewer pairs. Then suddenly it rose to between 3½ and 4 pairs, and has stayed there for the past 17 years. Up to 1945, for decades the per capita consumption of misses' and children's shoes was little over three pairs. Today it is around 4½ pairs. And it has been that way for the past seven years.

What created the abrupt change upward in per capita consumption of misses', children's and women's shoes? Greatly improved styling, for one thing. Lower cost footwear (such as the Californias) for another. More aggressive merchandising for still another.

The point is that the "traditionally" lower per capita consumption levels for these groups *was* broken. And it can be likewise broken — moved upward — in men's footwear.

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OLDER WOMEN'S SHOES

(Continued from Page 37)

Why is it that so few manufacturers have taken an interest in this over-55, or over-65 market? The answer perhaps lies in the purchasing power of the aged market. The median incomes of various age groups in the 1950 census are as follows:

Age	*Median Income*
14-19	$ 394
20-24	1,933
25-34	2,961
35-44	3,254
45-54	3,091
55-64	2,494
65 plus	986

People over 55 don't earn as much as those under 55, and after 65 the median income slides off badly. On the other hand, there are no families or children to support, which makes the low median income of those over 65 not quite as bad as it looks.

The likelihood is that median incomes above 55 and above 65 will probably rise in the next decade and for several reasons:

First of all, we have a shortage of young men and women age 20-24, and will continue to have that shortage for some years to come. This means jobs for older people. The declining birth rate in the late 1920's and the depression period of the 1930's explains why, by 1956, there will be about a million fewer of these young people around. Also, demands of the armed forces will bring pressure on the 18-20 group. The situation which forces the armed services to call young men to uniform also calls for considerable war production with its demand for more employes.

Skills Needed

The skills of the over-55 group are not so apt to be disregarded in such a situation, and many of these will undoubtedly be retained longer in industry than might be the case if no defense emergency prevailed.

Social Security, industrial pensions, union demands for company-wide and industry-wide systems, plus higher pensions for former union members (now evidenced in the coal, automotive and other industries) will

undoubtedly push up the median income of oldsters. About one out of every four persons 65 years and over is in receipt of old age and survivors insurance benefits today.

Another eight per cent are getting benefits from railroad retirement systems or from the veteran's program. More and more business organizations are molding company retirement and pension systems for their employes.

In addition, more than 3,250,000 workers are now covered by 12,260 insured pension plans now in force in the United States. In the years to come, these employes will be drawing retirement pensions in addition to federal old age benefits.

Social Security Helps

The Old-Age and Survivors Insurance feature of Social Security is paying benefits to more than a million and a half of our aged. Such benefits, of course, are not an adequate sum on which to retire, but added to the high level of personal savings, the increasing number of industrial, commercial, and government pension plans, and the number of homes, partly or wholly owned at retirement age, it helps to bring about an economic independence not heretofore enjoyed by the elders. It keeps them in the consumer market with comparatively high spending ability. It sets them apart as a separate and influential economic group. They're good prospects and customers.

Another very important factor to take into consideration is contained in a report by the Labor Department released last month. This stated that the Government is helping to break down the resistance of employers to hiring older workers.

Studies of the Bureau of Labor Statistics during the war years bear out this view of the capabilities of older people.

Secretary of Labor Maurice J. Tobin predicts that by 1953, at the peak of planned defense production, 3.5 million new workers will be needed, so that it may be necessary to "hire up to one million housewives and retired men as extra workers."

While the period of human productiveness was being extended, unfortunately Americans were thinking in terms of earlier retirement, and the limitation of the usefulness of elders. This calls for a reorientation of our

thinking both socially and *marketing-wise.* We cannot permit, if it is possible to forestall, the widening of the gap between the total life span and the useful life span.

Fortunately the worker is a better spender for three reasons. He is keeping his outlook on life fresh, has more money to spend, and being out in the world instead of sitting by the fireside, he is more susceptible to advertising. A happy busy person is a better customer than a bored and dejected oldster merely waiting to die.

Women deserve special consideration in the elder market for there are 116 women to 100 men among those over 65. At present women are outliving men by more than 5.5 years and this differential is increasing. Add this to the fact that the wife is usually younger than the husband and her span as a customer is further increased.

While there is no reason to believe that the median income of the above-65 group will rise precipitously, in view of these economic and social facts there is every reason to believe that it will rise in proportion to the other age groups. However, the over-65 group will probably remain a low-income market. But there are low income markets to which many manufacturers now cater.

A Challenge

The aged market offers a challenge to many manufacturers to produce low-priced products to fit the needs and demands of oldsters, with the possibility of mass sales.

As yet an uncharted area, the over-65 group is a large field. It offers an enormous potential to wise businessmen who are willing to tear some time away from their day-to-day problems and ponder the long-run possibilities of the aged market.

Keeping in mind the time-tested fact that fashion sells—remembering that although American women are living longer, their mental outlook is relatively young and fresh—and taking into consideration changes in social thinking which will prolong earning years and add to buying power—women's shoe manufacturers have much to be gained by slanting new designs at this increasingly important market. The new outlook could easily be—*fashion begins at 60.*

— END —

THE NEW IN SHOES

(Continued from Page 39)

is designed to have no cost to the organization. Time on radio and TV, space in newspapers and other local publications, and speaking appearances before local groups—none of these should cost a penny. Key to the success of obtaining such free time or space is the quality of the material offered to these sources. If such material has good public-interest or news-interest or educational-interest value, be sure that it will be well received, and no charge.

A program operated on this basis can be held to a minimum of cost, yet have high financial value in terms of benefits received. That's why it's so important to have "specialized" committees concentrating on each of these major publicity sources.

Activities Report Committee: When the seasonal opening is over, and all the promotional efforts expended, there will come the natural question: What was the local payoff? There should be an answer, an official report of the results of the week's activities. And thus the reason for this important committee: to add up the score—a report of unit and dollar sales during the week by all participating shoe stores.

Was the program a success? The report will give the answer. If comparative figures are available on local sales for the equivalent week of last year, there should be a positive answer as to how successful the seasonal opening or the first "The New In Shoes" program worked out. If these figures are submitted to the National Shoe Institute from every participating community in the country, it could comprise a remarkable report.

No Interference

One final point. The setting up of a local organization for administering "The New In Shoes" program, and the cooperative planning and participation of all retailers, need not in any way interfere with the individual planning and operations of each member retailer. He may carry out his own store program, spend how and where he sees fit, without conflicting in any way with the group organization. Every store remains an independent in this respect. But the *over-all* local publicity and promotion cannot be properly effected by any single store. That's why cooperative action is essential.

Now, what can the retailer do on his own initiative to attract more business to his store during this seasonal opening? Here are several suggestions:

Window Displays: Obviously a specific tie-in with "The New In Shoes." Unique yet attractive, practical and sales-pulling.

Interior Displays: Again a specific tie-in with the basic theme. Not just a display of new shoes but specially arranged or designed displays doing an educational or informative (and also a selling) job. For example, new shoes backgrounded by coordinating fabrics, or by coordinating accessories, or swatches of leathers explaining the features of those leathers contained in the shoe.

Special services: The visiting shoe analyst or foot health expert—these have been used before, can be used again. But perhaps a fresher idea more adaptable to the current theme—a *fashion coordination expert.* A woman (perhaps borrowed from one of the local department or specialty stores) who knows authentic fashion

coordination can be helpful in shoe selections for tie-ins with Spring costumes.

Advertising: Essential, of course. The medium (radio, TV, newspaper, etc.) along with the budget, of course, is up to the individual. But it should be tied in with the over-all "The New In Shoes" theme, to gain the benefit of the cooperative program and its over-all publicity.

Direct Mail: A part of the advertising program. However, this will have to be particularly potent, for all retailers in the community will be selling the same theme, competing for the same customer at the same moment. Yours has to be different.

Shoe Information Service: a special service set up for the seasonal opening week (and advertised)—as a *customer service* rather than a direct sales gimmick. Information about materials, lasts, shoe construction, fit, etc. The purpose: to bring people into the store for information and service — and, like the supermarkets or modern drug stores do it, let sales nature take its own course.

Style Information Service: The same idea, only concentrated on fashion, particularly shoe fashions as coordinated with clothing fashions. Which shoes flatter which types of feet? Which materials and colors go best with what? Which shoes are best adapted for which occasions? Again, the service first and let sales take care of themselves—which they will once the customer is in the store, is "obligated" by the service.

Advance News, Too

Advance Style Service: Previously we've discussed service or information of value currently. But what, during this Spring (March 1) opening can the retailer tell the customer about the Summer shoes to arrive shortly? Objective: sell not only Spring shoes at the moment, but furnish enough interesting information about the Summer shoes coming in that the customer will be back in a couple of months to *your* store.

Accessories Promotion: "The New In Shoes" aims to sell more shoes by selling fashion *coordination.* If the shoe store also sells hosiery, handbags and other accessories, then these too fit into the total fashion coordination and can be sold as effectively as shoes during this special promotional period.

Special Ideas: These may run the whole gamut of the imagination. Objective: publicity for the individual store to attract attention and customers. These special ideas should play an important role. Keep in mind, shoe customer competition will be more intense locally than at any other time of the year. Special ideas help bring the individual store a larger share of the season's shoe buyers.

Now, where does the manufacturer fit into the program? How, specifically, can he participate and cooperate with his retailers? Here is a group of 10 suggestions:

1. ***Window and interior store displays:*** Manufacturer can suggest displays for retailers via written copy. Or he may have several sample displays sketched, then photographed copies sent to all his accounts.

2. ***Retail mailing lists:*** Stores have an opportunity to do an advance promotional job for the seasonal opening

by informing customers on their mailing list. The manufacturer can suggest copy or ideas for postcards or letters—tangible ideas that can be put to work by the retailers.

3. *Tie-in slogans:* Slogans fashioned around "The New In Shoes" can be used to increase traffic to stores during the seasonal opening. Manufacturers can suggest slogans to retailers.

4. *Shoe travelers or roadmen:* These manufacturer's agents or sales representatives can play a powerful role in "educating" retailers on the opportunities of participating in "The New In Shoes," along with personal aid in whipping programs into shape in stores. Roadmen, however, must be thoroughly indoctrinated by the manufacturer to pass along this enthusiasm, education and packaged program of ideas to the retailers.

5. *Local advertising:* The manufacturer can suggest copy and layouts for local newspaper advertising for "The New In Shoes," along with advertising ideas applicable to radio and TV locally.

6. *National advertising:* In his own national magazine or newspaper advertising, scheduled to break just prior to the seasonal opening on March 1, the manufacturer can devote advertising (showing several of his new Spring shoes) to "The New In Shoes" program, with a note advising consumers to see their local shoe merchants at this time. Manufacturers can follow this up by furnishing retailers with preprints of the ads. Or, if the retailer carries the shoes shown in the ad, blowups of the ad can be used for window or interior display, with the actual shoes shown.

7. *Advance costume information:* An important part of "The New In Shoes" program is fashion coordination, the go-with or tie-in aspects of shoes with the costume. But most retailers have little knowledge of the authentic costume coordinations for a given season, which would enable them to do a more effective merchandising and promotion job. The manufacturer can be of much help by furnishing in advance the details of fashion coordination for the season, with emphasis on go-with footwear.

8. *Shoe clerks:* These sales people hold much of the answer to the success of the seasonal openings. If they handle the heavy store traffic during "The New In Shoes" period as they would any other busy period, the program stands chance of falling on its face. After all the publicity and promotion, the consumers will expect something "special" in the stores, something extra. For example, fashion coordination information to aid in the selection of shoes for Spring costumes. If this is delivered and handled properly, opportunity for extra-pairage sales will be high. Thus a special training or educational job must be done on the clerks for the seasonal openings. The store has its own ideas—but would appreciate further ideas—and concrete suggestions—from manufacturers.

Special Ideas Needed

9. *Special ideas:* Each store in any given community will be bidding for a greater share of the traffic anticipated during the seasonal opening. So each will need and want "special ideas" to attract people. The manufacturer can render a real service by distributing such ideas to his accounts. For example, how about the store hiring a local "fashion coordination expert," much as it sometimes hires (and promotes) a foot health or fitting expert during a special week? This would not only attract customers but would render a real and unique customer service in shoe stores.

10. *The shoe itself:* Manufacturers frequently introduce new ideas within the shoe—a colorful sockling, a new last with special fit or fashion value, a new insole with special comfort or flexibility value, etc. Here's an added tie-in merchandising opportunity — "The New *Inside* Shoes," linking up with the basic theme, "The New In Shoes," which is promoted strictly from the fashion angle.

This program in its entirety presents a workable outline for participation of the two key groups—manufacturers and retailers. What it proposes to emphasize is the need for *local organization.* If the function of the program is left to shift for itself at the local level, with each

retailer concerned only about his own operations, and no over-all administration, the impact of the program is sure to be disappointedly diluted. An idea as potentially potent as "The New In Shoes" cannot be left to pot luck, to drift for itself, to pick up momentum on its own merits alone. It has to have a positive sense of direction. This it already has from central or national headquarters—the National Shoe Institute. But it must have the same strong cohesion at all local levels.

The program outlined here should provide just that.

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Coming Events

Oct. 18, 1952—39th Annual Banquet of New York Shoe Superintendents' and Foremen's Association. Hotel Commodore, New York City.

Oct. 22, 1952 — National Hide Association Annual Fall Convention. Edgewater Beach Hotel, Chicago, Ill.

Oct. 23-24, 1952—Annual Fall Meeting, Tanners' Council of America, Inc. Edgewater Beach Hotel, Chicago, Ill.

Oct. 27-30, 1952—National Shoe Fair, sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association. Palmer House and other hotels in Chicago.

Nov. 9-12, 1952 — Spring Shoe Show, The Southwestern Shoe Travelers Association, Hotels Adolphus, Baker and Southland, Dallas, Texas.

Nov. 16-19, 1952 — Parker House Shoe Show, sponsored by Boston Shoe Travelers Association. Parker House, Boston.

Nov. 30-Dec. 4, 1952—Popular Price Shoe Show of America. Showing of shoes for Spring 1953, sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York.

April 9-10, 1953 — Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

Canadian Notes

• **Sidcap Shoes** has been organized by Sid Caplan to manufacture footwear at Pennetang, Ontario, it is reported.

• **Helen Lawson** has been appointed style and promotion coordinator for **Davis Leather Co.,** Newmarket, Ont., tanner. Active in the women's fashion field for several years, Miss Lawson will study style trends in the U. S. and Canada and their relation to footwear and handbag fashions.

• **Leather prices** in Canada are expected to rise by some 10 to 15 percent shortly, according to Canadian tanners who say the boosts are needed to cover replacement costs. Shoe manufacturers are also reported planning to increase factory prices by five percent. Leather shoes in Canada are currently selling at about the same price levels of a year ago.

Rising wages are expected to play a major role in forcing up prices along the line. Manufacturers, however, are much encouraged with the influx of new orders, brought on by dwindling retailer stocks. The Shoe Manufacturers Association of Canada currently estimates that total output for 1952 will approximate 33 million pairs valued at $115 million. This compares with 32,900,000 pairs valued at $120 million last year.

• Canadian **wholesale footwear sales** increased 9.4 percent in dollar volume during Aug. as compared with the same month a year ago. However, value of inventories dropped 9.2 percent in the same period, the Canadian Government reports.

• Sales of Canadian **shoe chains** across the nation during Aug. increased 13.7 percent in dollar volume as compared with the same month last year. Value of Stocks increased seven percent in the same period, according to a Government report.

• The four-day **Shoe and Leather Fair,** sponsored Oct. 14-18 in Toronto by the Shoe & Leather Council of Canada, will become an annual affair, it is unofficially reported. On the fashion side, this year's event featured women's spring shoes emphasizing backless and fabric types. Close to 2,000 trade representatives were reported in attendance.

FOREIGN NEWS

Mexico Explains Controls

The Mexican Government has announced that it will grant shoe import permits on a quota basis. The year 1951 will serve as a base year in granting quotas to individual importers.

Importers desiring new permits are required to submit documented figures substantiating their 1951 imports. The permit requirement is not intended to limit imports of top-quality footwear. Importers of such footwear will have little difficulty in securing new permits once they have filed evidence of their 1951 imports.

Mexican Cattle Imports

Imports of Mexican cattle into the U. S. since the lifting of the ban in Aug. have been comparatively slow, according to the National Livestock Producers Association in Chicago. Cattle imports from Mexico had been banned since 1946 due to a widespread outbreak of foot-and-mouth disease there.

Although the U. S. Department of Agriculture has predicted that a half million Mexican cattle will come into the U. S. in the first year following lifting of the ban, the Livestock Association said that current imports are running well below that rate.

"One of the principal reasons," said the Association, "is that per capita meat consumption in Mexico is 40 pounds a year, of which thirty are beef. Some 2,600,000 head of cattle are required annually to meet domestic consumption."

French Hide Trade Down

Production of hides and skins in France during 1951 was generally below that of 1950, the French Government reports. Although slight declines of less than one percent were reported in cattlehides and horsehides and of four percent in sheep and lambskins, output of goat and kidskins fell 23 percent while calfskin production was off by 13 percent.

Imports of hides and skins fell to 57,791 metric tons in 1951 as compared with 64,456 tons in 1950. Most of this decline was due to a sharp decrease in imports of sheepskins for dewooling.

Exports fell to 8,503 metric tons from 13,058 tons in 1950. Principal declines were reported in cattlehides, calfskins and horsehides.

Jamaica Bars Shoe Imports

Imports of foreign footwear are now prohibited by the Jamaica Government. The ban includes all boots, shoes and slippers, regardless of source. However, the Trade Control Board stated it might issue a permit for footwear imports in exceptional cases.

Exempt from the ban are all items imported under the British West Indian Trade Liberalization Plan or as bona fide personal effects of passengers.

New Cooperative Tannery

Organization of a new cooperative tannery in Bogata, Colombia, South America, has been announced by the Medellin Cattlemen's Cooperative. The tannery will be known as Curtiembre Medellin.

Authorized capital is reported at $400,000 with close to $212,000 already subscribed. The cooperative has some 200 members in Western Colombia.

Official sources said the new tannery will use up-to-date machinery from the U. S. and Western Germany. Output of chrome-tanned and vegetable-tanned leathers is estimated at 7,500 skins per month.

Deaths

Thomas A. Craig

. . . retired *leather executive,* died recently in Toronto, Ont., Canada, after a long illness. Before his retirement six years ago, he had been a director of Wickett and Craig, Ltd., Toronto tanner. He had spent most of his career in the leather business, entering his uncle's leather business shortly after graduating from school. He leaves a wife and daughter.

Michael Romans

. . . 64, *shoe foreman,* died Oct. 3 at St. Joseph's Hospital, Milwaukee, Wis., after a short illness. A native of Milwaukee, he had been employed at the Herbst Shoe Mfg. Co. for the past 24 years and had served as a foreman for many of these. He leaves his wife, Stella; a daughter, Mrs. Bernadette Schuyler; three sons, Raymond, Richard and Gene; and his father, Andrew.

George F. Wagner

. . . 73, *leather executive,* died recently at Laconia Hospital, Laconia, N. H., after a long illness. He was treasurer of Fair Grieve Leather Belting Co. of Lowell, Mass., and had been associated with the firm for many years. He was active in religious affairs and was a Mason. Surviving are his wife, Rowena; two sons, a daughter and a sister.

William P. Cross

. . . 73, president and treasurer of the Cross Pattern Shoe Company, Inc., from 1904 to 1950 and active throughout his life in civic, humanitarian and church affairs, died in Highland Hospital, Oct. 8, after an illness of several weeks. Born in Beverly, Mass., Cross came to Rochester with his family in 1892, and soon afterward his father, D. E. Cross, founded the shoe manufacturing supplies firm, located at 49 South Ave. Following his father's death, Cross became president of the company.

Harley W. Russ

. . . 73, retired *wood heel manufacturer,* died at his home in Haverhill on Oct. 6 after a long illness. Well known throughout the leather and shoe industry, Russ was president of Fred W. Mears Heel Co., subsidiary of United Shoe Machinery Corp., from 1927 until his retirement during the past July. A native of Haverhill, Russ entered the wood heel business in 1913 and operated factories in Haverhill and Salem, N. H.

He also held several patents in the industry. After graduating from Haverhill High School, he attended Yale University. He is a member of the Yale Club and the University Club of Boston. Surviving are his wife, Jennie; a son, J. Wesley; a daughter, Mrs.

Priscilla Shannon; and several grandchildren.

Louis B. Thacher

. . . 85, former *shoe executive,* died Oct. 8 at his home in Milton, Mass. A graduate of Harvard College in 1893, he became associated with his father's wool firm, H. C. Thacher & Co. of Boston; and was active in an executive capacity with Thacher & Co., Boston shoe firm. He was active in community and organizational affairs. Surviving are his wife, Grace Hall; two sons, Dr. Henry C. and Louis, Jr.; and a daughter, Mrs. Gennaro Acampora.

Harry Jones

. . . 67, retired *tannery executive,* died Oct. 5 in Germantown Hospital after a short illness. He had been employed as general foreman in the leather department of E. F. Houghton & Co., Philadelphia manufacturer of industrial leathers and packings, until his retirement about a year ago. Jones was the firm's oldest employe in terms of service, having been associated with Houghton for the past 46 years. He leaves his wife, Frances K.; a daughter, Mrs. Ruth Pollock; and a niece.

Alfred C. Needham

. . . 81, *leather broker,* died Oct. 6 at Beverly (Mass.) Hospital after a long illness. He founded his own leather brokerage in Boston some 60 years ago. A well-known hobbyist, he was best known for instigating a revival of four-edge painting and was also active in tennis, coin and stamp collecting, and as a historian. A native of Canada, he attended schools in Ireland, Canada, and the U. S. He was librarian of the Manchester, Mass., Historical Society and a member of several museums and stamp and coin clubs. Surviving are his wife, Bessie; two sons, Allan K., and Carleton; and two grandsons.

Howard V. Stephens

. . . 65, *shoe executive,* chairman of the board of the Johnson, Stephens & Shinkle Shoe Co., died at Barnes Hospital in St. Louis of cancer of the esophagus on Oct. 12. Stephens began his career in the shoe business in 1910 with Roberts, Johnson & Rand Shoe Co. in St. Louis. In 1916 he was one of the organizers of the Johnson, Stephens & Shinkle Shoe Co. and served as its president until September, 1948, when he was elected chairman of the board. He was a past president of the St. Louis Shoe Manufacturers Association and a member of the board of directors.

Active in political and community affairs, Stephens was Republican National Committeeman from Missouri from 1948 until the adjournment of the recent Republican convention at Chicago. In 1944, Stephens was an unsuccessful candidate for U. S. Senator from Missouri. He was a former member of the St. Louis Board of Police Commissioners and resigned that position to campaign for the Senatorial nomination in 1943.

Survivors include his wife, Mrs. Eloise McLeod Stephens; two sons, Charles H. Stephens III and McLeod Stephens; a daughter, Mrs. Norfleet Rand, all of St. Louis, and a brother, Charles H. Stephens, Jr., of Cincinnati.

CLASSIFIED ADVERTISING

Wanted and For Sale

For Sale

Upholstery Leather Pieces. Sorted to your specification. Satisfaction guaranteed. Any quantity. All year round.

Central Mercantile Co.,
1855 Milwaukee Ave.,
Chicago 47, Ill.

Cash Buyers of All Grades of Animal Hair

Horse and Cattle Tails
Horse and Cattle Tail Hair
Mane Hair — Hog Hair

KAISER-REISMANN CORP.
230 Java St., Brooklyn 22, N. Y.
Telephone: EVergreen 9-1032-3

Machines Wanted

Six foot Beam Sole Cutting Machine and Head Rolling Machine. Machines must be in first class running condition.
State make, age, and price.

Address K-5,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Contract Tanner Wanted

For strap leather (shoulders, bellies, butts) from the raw.

Indicate best price per foot and capacity.

Box X-9,
c/o Leather And Shoes,
10 High St.,
Boston 10, Mass.

Situations Wanted

Hide and Leather Expert

With long experience in tannery and warehouse processes. Expert and responsible buying, receiving, sorting, cutting and selling of hides and skins, crusts, and leathers by their kinds and qualities and for the different purposes of their usefulness and saleability. Knows footage and pound results in the relation of hides and leathers and the calculations and yields through all stages of production and can make them more profitable. A personable 40 educated, able, strong and willing to do tirelessly the best. References. Write Box X-8, c/o Leather And Shoes, 10 High St., Boston 10, Mass.

Stitching Room Foreman

Specialist in California or slip-lasted shoes. Has had long experience, is capable, reliable. Willing to go anywhere. Apply Box X-1, Leather and Shoes, 10 High Street, Boston 10, Mass.

Stitching Room Foreman

Experienced in all types of shoes. Reliable, efficient, capable. Prefers employment in New England area. Write X-2, Leather and Shoes, 10 High St., Boston 10, Mass.

Rates

Space in this department for display advertisements is $5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs $2.00 per inch for each insertion.

Undisplayed advertisements cost $2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and $1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday. Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Assistant Tanner

Man with long experience on side leather and suede splits seeks position where his particular ability in handling development problems can be fully utilized. Apply Box X-4, Leather and Shoes, 10 High St., Boston 10, Mass.

Superintendent Tanner

EXPERIENCED in all departments of side leather tannery, as well as complete processing knowledge. Excellent references.

Address K-6,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

General Superintendent

Available soon one of New England's outstanding shoe factory executives. Exceptional record of quality and quantity production in large women's novelty factory. Thorough knowledge upper and sole leather purchasing. Prefers greater Boston area. Apply Box X-5, Leather and Shoes, 10 High St., Boston 10, Mass.

Leather Salesman

SEEKS POSITION as a salesman for a tanner. Has more than 30 years experience in selling leather and has friends among the shoe manufacturers, luggage-billfold-handbag-belt manufacturers, and knows how to sell all types of leather. Address K-7, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Packing-Room Foreman

with 23 years' experience in women's shoe factories. Will consider position anywhere but prefers New England. Top references. Write Box X-6, Leather and Shoes, 10 High St., Boston 10, Mass.

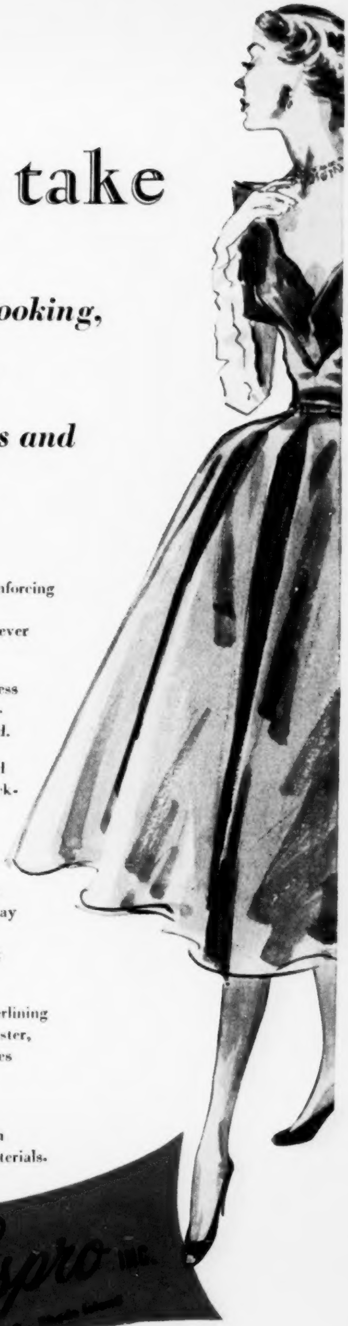
Stitching-Room Foreman

Experienced in all types ladies' shoes. Has had 30 years' service in New York and New England factories. Will go anywhere. Efficient and reliable. Best of references. Apply Box X-7, Leather and Shoes, 10 High St., Boston 10, Mass.

INDEX TO ADVERTISERS

Important steps for you to take

, Use these smart-looking, long-wearing Respro fabricated linings and reinforcing materials —



TUFSTA® The original, unwoven, non-fray, cotton base reinforcing material — world-famous in the shoe trade for over a quarter century. Use *Tufsta* to give your shoes needed extra strength wherever a pattern has a weak spot. Far superior to paper imitations.

TUFSTA® DOUBLER The ideal fabricated material to add plumpness to your lighter leathers. Gives right body for stitching — is non-absorbent — won't shrink — prevents wrinkling when lasts are pulled.

RESPROID® #1000 Our finest Socklining and Heel Pad material. Combines a famous *Tufsta* base with an abrasion and crack-resisting plastic surface. Far superior to pyroxylin-coated materials. No cloth weave to show — can't fray at edges.

RESPROID® #1300 and #1235 Our best Vamp and Quarterlining materials for quality shoes — highly wear-resistant. Fabric base is specially treated with rubber to give excellent non-fray characteristics. Top grade plastic coating resists peeling and abrasion. Easily moldable — can be stitched and flexed without cracking. Adds sales appeal to the *inside* of your shoes.

DURAKALF® A high quality, popular price Vamp and Quarterlining material with great resistance to wear. Comes in either high-luster, Pigmented Pyroxylin-coated finish, or Plain Dull finish. Both styles have a quality feel and appearance your customers will recognize at a glance.

Also **RESKRAF®** and **TUFLEX®** — high quality, low cost Heel Pad and Sockling materials.

Respro Inc.

Send For Free Samples!

STYLE
Unlimited

With SHUGOR to adjust the fitting, there is no limit to pert pattern development from popular flatties to delicate dress styles.

Shown here are novel treatments of stripping, with a sure fit-ability provided by SHUGOR at the top heel-line. Comfortable, practical, saleable, SHUGOR gives you style unlimited.

Reinforced Edge
SINCE SHUGOR 1864
TAYLORED·TO·FIT

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